

## **BEREC Workshop on Market Entry in the context of the Digital Markets Act**

### **Speakers' biographies**

#### **Carlos Zorrinho**

Carlos Zorrinho, Portuguese MEP, has been a Member of the European Parliament since 2014. He is currently a member of the Committee on Industry, Research and Energy, Head of the Portuguese Delegation of the Socialists & Democrats at the European Parliament, substitute member of the Committee on Development and Chair of the Delegation to the ACP-EU Joint Parliamentary Assembly. Carlos holds a Master's degree in Business Administration and a PhD in Information Management from the University of Évora, Portugal.

#### **Prabhat Agarwal**

Prabhat Agarwal is the Head of the 'Digital Services and Platforms' Unit, DG CONNECT F.2, for which he had been the Deputy Head since 2016. He joined the European Commission in 2007, and has since then covered a variety of digital innovation and regulatory areas, as well as foresight. Prior to joining the Commission, Prabhat worked on micro and nano-technologies for Philips Research and NXP Semiconductors. Prabhat studied physics in the UK and France and holds a PhD on Condensed Matter Physics from the University of Cambridge.

#### **Magdalena Piech**

Magdalena Piech joined Allegro in April 2017. She holds a PhD in law. Her thesis focused on the role and obligations of intermediary service providers under EU Law. She has been following domestic and EU legislative processes, as well as the impact of adopted laws on business and e-commerce for many years. Before joining Allegro, she worked at the European Parliament, the Polish Ministry of Economy and the Polish Confederation of Private Employers "Lewiatan". Magdalena holds the position of Chair of the [European Tech Alliance](#). She is an active participant in the Polish and European debate on the future of European tech and a frequent speaker at conferences related to regulatory issues.

#### **Benedikt Blomeyer**

As Director EU Policy at Allied for Startups (AFS) Benedikt Blomeyer engages on policy files ranging from AI to online platform regulation. He is passionate about building legislation that empowers innovators, after having worked on the Digital Single Market (including GDPR, Copyright, P2B, Geo-blocking) in the last four years. Prior to joining AFS, he worked for the European Small Business Alliance, Deutsche Welle and completed a traineeship at the Council of Europe. Benedikt holds a Bachelor of Arts in Politics and History from Jacobs University Bremen and a Master of Arts in International Relations and Economics from Johns Hopkins University.

#### **Petra Wikström**

Petra Wikström is Director of Public Policy at the Nordic media and digital consumer brands group Schibsted. Petra has extensive experience in working with policy issues for several Nordic media companies, both as self-employed consultant as well as head of public affairs for the largest commercial broadcasters in Sweden and Finland. She has worked at various media associations in both London and Brussels, and has been a member of the board of the Association of Commercial Television in Europe (ACT).

**Aurélien Mähl**

Aurélien Mähl is senior public policy manager, Europe at DuckDuckGo, the Internet privacy company. He was previously a consultant with APCO Worldwide in Brussels, advising a variety of companies on EU tech policies.

**Cécile Barateau**

Cécile Barateau is Deputy Director for External Relations for the French marketplace Cdiscount, where she is in charge of French and European public affairs. Cécile joined Cdiscount in 2019, after having been in charge of institutional relations at Casino, a French brick and mortar distribution group and holding of Cdiscount. Previously Cécile worked 10 years as a policy advisor in both French Parliament and local government.

