

Annual Conference – Milan, 7-8 June 2017

Speakers' Biographies



Bart J. ten Brink, CEO of FoamPartner Group and President of EUROPUR

Bart is CEO of FoamPartner Group and Member of the Executive Management Board of Conzeta AG since 2009. He worked in total for more than 24 years in the PU industry worldwide. Bart has been Member of the Board of Europur since 2009 and is President of the association since 1 January 2015. Bart qualified with a degree in Logistics Engineering from Tilburg University (Netherlands) and took an executive program in International Management run by Stanford in Singapore.



Marco Pelucchi, General Manager of Pelma and President of AIPEF

Marco is CEO of Pelma, one of the leading flexible PU foam producers in Italy. Since 2016, he is President of AIPEF, the Italian Flexible PU Foam Blocks Manufacturers' Association. He is also leading the "Poliuretano-è" marketing project. Graduated at the University of Brescia in Business and Economy, Marco holds a Master's degree in Business Administration and Management of Small Medium Enterprise from Consortium "Università & Impresa" at the University of Brescia.



Patrizia Malfatti, Coordination Manager & International Press Office Salone del Mobile.Milano

After completing a Master's in Art History, Patrizia Malfatti began her career at Mondadori's NYC office, then joined *Abitare* and *Case da Abitare* magazines as an editor and professional journalist. She has been with the Salone del Mobile since 2002, covering different press office and communication roles.



Michelangelo Giombini, Special Projects Architect, Interni

Michelangelo studied product design in Stuttgart and graduated in architecture in Milan in 1998. After various important experiences in different companies, in 1999, he began to work with the magazine *Interni* (Mondadori Group), managing exhibitions, events and special initiatives focused on communication and promotion of international design culture. Particularly, he takes care of the *Interni* exhibition during the FuoriSalone. That exhibition has helped The design Week in Milan to reach international fame. He also write for specialized magazines and works as consultant and design teacher





Rohit Talwar, CEO, Fast Future

Rohit is an award winning global futurist, entrepreneur and specialist advisor on business transformation, disruptive strategies and radical innovation. Nominated as one of the top ten global future thinkers by the UK's Independent newspaper, he comments regularly on the future and innovation for global news networks. Rohit has been published widely. Rohit has an MBA from London Business School and delivers regular keynote speeches to leadership audiences around the world.



Kate Johnson, General Manager Intermediates, Shell

Kate was appointed General Manager Intermediates at Shell with effect from January 1st, 2017. Based in the Netherlands, she is responsible for a global team that markets various propylene oxide-related products, including polyurethanes chemicals, propylene glycol and solvents. Kate joined Shell in the UK in 1986 after completing a chemistry degree. Her career in Shell has been largely in Chemicals - in commercial roles in four different product lines.



Fiorella Villa, Global Communications Director, B&B Italia

Fiorella has 28 years of experience in the furniture design industry and is today responsible for Worldwide Communications & PR Management for B&B Italia and Maxalto. Over two decades of executive and strategic experience provided her with a global vision to build, manage and execute international brand strategy for design-oriented companies, ranging from strategy development, execution management, to ROI evaluation.



Angel Vinas, General Manager, IPF

Angel is General Manager of IPF since 2007. The company provides handling and data management solutions for the flexible PU foam industry. Angel holds a degree in mechanical engineering from the University of the Basque Country and a MBA from the ESEUNE Business School. Before joining IPF, he worked in R&D for an engineering company serving the automotive sector.



Felix Lobkowicz, COO and Co-Founder, Eve Sleep

Eve Sleep is known for simplifying the mattress buying process with its "one size fits all" product. It manufactures one single type of mattress with a three-layer technology incorporating memory foam. Felix is one of the 5 co-founders of the company and a serial-entrepreneur. He notably worked for Zalando where he became country manager for the UK, before launching several other specialized retail websites.





Frank M. Rinderknecht, Founder and CEO, Rinspeed

Frank graduated from the Technical University of Zürich in 1976 and founded Rinspeed shortly thereafter. At first the company specialized in importing sunroofs from the USA and converting cars for disabled drivers. But soon it evolved into developing concepts for new car models or prototypes to give food-for-thought. Several decades of innovations later, Frank is known to be a visionary when it comes to vehicles or mobility in general.



Enrico Pisino, Head of Vehicle Research & Innovation, Fiat Chrysler Automobiles (FCA Group)

Enrico Pisino was appointed to his current position in May, 2013. His scope of activities notably covers research and innovation on new features for vehicle programs, innovation processes to identify emerging technologies, ensuring overall alignment between Fiat's and Chrysler's brands, competitive marketplace and technology development, transferability of technological innovation among vehicle platforms. Pisino establishes and maintains relationships with the external scientific community, as well as Fiat's and Chrysler's supply base, and manages public funding opportunities and scouting.



Justin Cox, Head of European Production, LMC Automotive

Justin is Head of European Production Forecasting at LMC Automotive. Prior to that, Justin has held key sales and commercial positions for major Tier One automotive suppliers in both Europe and the US. Over the past 20 years, he has gained a 'real world' insight into the commercial pressures and planning challenges facing the industry throughout the Value-Chain. Justin holds a degree in Economics and Human Geography from the University of Reading.



Angela Austin, Director, Labyrinth Research & Markets

Angela has over twenty years of management consultancy and industry experience in the polyurethane industry, mainly as an Associate Director with IAL Consultants of London. She regularly has requests to present papers on the market dynamics of the polyurethanes industry and has done so at several international conferences. She is currently Director of Labyrinth Research & Markets Ltd, a market research and communications company she founded in 2010.





Michael Crowell, Executive Director, Alliance for Flexible PU Foam (USA)

Michael has more than 40 years of senior management experience in the polyurethane foam industry, including technical, manufacturing, sales and marketing positions. He is the Executive Director of the Alliance for Flexible Polyurethane Foam and its CertiPUR-US® programme since July 2014. He will also be representing the Polyurethane Foam Association at our event.



Michel Baumgartner, Secretary General, EUROPUR & EURO-MOULDERS

Michel spent most of his career representing trade associations of various industries in Brussels, notably in the construction equipment and automotive supply chain. He became Secretary General of EUROPUR & EURO-MOULDERS in November 2013. He holds a degree in political science with a specialization in European law.



Adri Aerts, Technical Manager, Vita Cellular Foams

Adri is the Technical Manager of Vita Cellular Foams. Holding a Master of Science, Adri has over 28 years of experience in the PU foam industry. He has also for many years been the Chair of EUROPUR's Product Stewardship & Impurities Working Group, leading discussions on issues of key importance for good product stewardship in the flexible polyurethane foam industry.



Sander Kroon, Regulatory Affairs Manager, ICL Industrial Products

Sander is Regulatory Affairs Manager at ICL Europe. In this role he is responsible for all Regulatory and REACH related matters related for Flame Retardants and Functional Fluids. Sander has a MSc degree from the University of Utrecht (The Netherlands) in Environmental Toxicology, and has a BSc degree in Analytical and Bio-chemistry. Previous to ICL he had various positions in the chemical industry (Akzo Nobel, Supresta) and at a consultancy (AquaSense). He is a member of EFRA (European Flame Retardants Association), which is a sector group of CEFIC.



Hiroshi Fujiwara, Technical Manager, Tosoh Corporation

Hiroshi joined TOSOH Corporation in 2008 after receiving a B.S. and M.S. degree in Applied Chemistry from the University of Tokyo in 2006 and 2008 respectively. After development work in organic polymer chemistry, he has been engaged in development of amine catalysts and other related materials for polyurethanes.





Norbert Leyens, CEO, Fecken-Kirfel

Norbert Leyens, a native of Belgium, joined Fecken-Kirfel in 1980 after receiving a degree in Industrial Engineering at the HELMo Gramme (Liège, Belgium). He is CEO responsible for Technique & Sales at Fecken-Kirfel since 2006, after having been Engineer in the After-Sales Department, Assistant to the General Management and Vice-President Technique.



Erik Kragtwijk, Global QA Manager for SMPO and PO Derivatives, Shell

Eric is a member of the R&D and Marketing Technical Service team for flexible polyurethane applications within the Shell Projects & Technology organization. He studied chemistry in Amsterdam, the Netherlands. After joining Shell in 1987, he has been involved in various exploratory research projects with a focus on homogeneous catalysis. In 2003, he joined the Marketing and Technical Service team for Higher Olefins and Derivatives. Since 2010, he is the Global Product QA manager for Styrene Monomer, Propylene Oxide and Derivatives.



Michael Krebs, Technical Manager Flexible Foam, Evonik Nutrition and Care

Michael Krebs studied chemistry in both Stuttgart and Strasbourg. He obtained a PhD in organic chemistry in the field of natural product synthesis from the University of Stuttgart. In April 2013 he joined the application technology team of the business line Comfort and Insulation of Evonik Industries as a technical manager for flexible foam. In 2017 he became Head of Regional Technology for Europe, Middle East and Africa. Among others his tasks include the development of new stabilizers and performance additives and he is responsible for the quality control of flexible foam stabilizers.



Cinzia Tartarini, CC Automotive and Head of Weathering Centre Europe, BASF

Cinzia is Innovation Project Manager in the Global Competence Center Automotive for BASF Plastic Additives. She obtained her degree in Organic Chemistry from the University of Bologna, Italy. She joined BASF Switzerland in 2009 and has since 2014 been engaged in the development of new plastic additives for the automotive sector, with a special focus on polyurethane applications. In 2016 she relocated to BASF Plastic Additives in Pontecchio Marconi, Italy. There, in addition her current responsibilities she took the lead of the Weathering Center Europe for BASF Plastic Additives.



Dirk-Endres Hein, Leader PU Technology, R&D and Process Technology, F.S. Fehrer Automotive

Dirk-Endres Hein hold a Ph.D. in Chemistry. He started his "Polyurethane Life" in the early 90s at the R&D Department of an automotive interior parts supplier, starting first with a focus on slabstock technology. After switching to moulded flexible foam in 2002, he joined Fehrer Automotive, where he leads the Polyurethane R&D department and the Center of excellence "Polyurethane Technology" for the whole Fehrer group. He is also the Chair of EURO-MOULDERS' Technical Committee.





Jon Penrice, Vice-President Polyurethanes, Dow Chemicals

Jon leads Dow's polyurethane businesses for Europe, Middle East, Africa and India, a portfolio that comprises both end-market solutions and basic materials. Prior to this position, Jon was the global business director for Dow's Formulated Systems business which provides differentiated solutions to a wide range of industrial markets including construction and infrastructure as well as consumer applications such as footwear, appliances and home interiors. Before Dow, Jon held a variety of other leadership roles for DuPont in Europe, USA and China.



Torsten Heinemann, Head of R&D, Covestro

Torsten holds a Ph.D. in polymer chemistry from the University of Bayreuth, Germany. He has worked in various positions in research, product development, sales and marketing.

Currently he is Head of Research & Development EMEA of Covestro's Business Unit Polyurethanes.



Heribert Perler, Director R&D, FoamPartner Group

From 1982 to 1989, Heribert worked in various companies as a development chemist. From 1989 he held various positions at the EMS-Chemie subsidiary EFTEC. During this period he was responsible for the development and application techniques of polyurethane and rubber adhesives as well as acoustically effective coatings for the automotive industry. Heribert joined FoamPartner in 2011 and is a member of the extended Management Committee.



Krunoslav Muha, Encapsys Europe

Krunoslav is responsible for all Encapsys, LLC activities in Europe. He has spent the majority of his career in the Polyurethane industry starting with the development of polyester polyols and different PU systems within Color Medvode in Slovenia. Among others Kruno has been also working for 17 years for Air Products in different positions including AD&TS Chemist for flexible foams, Technical Director PU, additives and release agents, Business Manager PU additives EMEA, Business Director Eastern Europe for the Air Products Chemicals Business.



Jei McKinney, Senior Business Development Manager, Encapsys

Jei is responsible for identifying new opportunities and new markets for Encapsys microencapsulation technology, creating synergistic partnerships, leading projects and delivering business results. Prior to Encapsys, Jei was the Marketing Director in the International Division and the Global Thermal Paper Division at Appvion, Inc. pioneering new global markets for the specialty paper business. She also had 11 years of brand management and new business development experience on Huggies®, Kleenex®, Scott® and Kotex® at the Kimberly-Clark Corporation..





Massimiliano Lanzi, Assistant Professor, University of Bologna

Massimiliano holds a PhD in Industrial Chemistry at Politecnico of Milano and is lecturer of Polymer Science at Department of Industrial Chemistry at University of Bologna. His main research activity is devoted to the study of conjugated polymers for optoelectronic materials. He regularly collaborates with academic and industrial research organizations on the macromolecular science field. He also cooperates since many years with Pelma S.p.A. in the study, characterization and development of PU foams.



Ian Wheeler, Technical Manager Polyurethane, Lehigh Technologies

Ian is a 30-year industry veteran and leads the customer-facing polyurethane application development team at Lehigh's Application and Development Center (ADC). Ian is responsible for close collaboration with customers in support of Lehigh's commercial team around the world. Ian joined the company with extensive experience developing polyurethane systems applications across many market segments. Previously, he worked in technical and sales executive roles at some of the world's largest PU suppliers, including Dow Chemical, ICI/Huntsman and Arkema.

**We thank the sponsor of our
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