



# Women in Fintech and Artificial Intelligence 2nd Conference

## September 21<sup>st</sup> – 22<sup>nd</sup> 2022

### Tirana, Albania



## Session 2: CEO Women in Fintech, Best Practices and Challenges for Women in Fintech. Bridging academia with industry

**Moderator: Professor, Albulena Shala, University of Pristina “Hasan Prishtina” and Mrs. Jonida Këllezi, Easy Pay Albania**

### *Participants*

- **Linda Shomo**, CEO of EasyPay, Albania.
- **Hanna Kristin Skaftadóttir**, CFO/COO of mojoflower.io, Iceland.
- **Magda Săndulescu**, Executive Director of RoFin.tech (Romanian Fintech Association)
- **Alina Luchian**, Territory Manager – Education and Academic – Romania & Adriatic
- **Aneida Bajraktari Bicja**, Co-Founder & CEO - Balkans Capital;
- **Sabi Osmani**, CEO & Founder of EasyPay, Albania



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**Mrs. Linda Shomo, CEO of EasyPay, Albania**



- Linda Shomo is the CEO and founder of EasyPay. Linda has a proven executive record and over 28 years of experience in IT Leadership, 21 of which in the financial sector
- She brought up the idea of EasyPay and as a result founded the company in 2010 and is one of the few women founders and CEOs in the Balkans' FinTech Sector
- 'Woman of the year in ICT, 2014' awarded by the ICT Awards, 'Women in FinTech Powerlist 2017' selected by Innovate Finance, one of the Top 3 Women in the Money Transfer Industry 2018 selected by IMTC, in the top 4 for the Fintech/Payments Leader Award by the European Women Payments Network 2019
- Linda Shomo is a board member of the Albanian IT Association and Albanian Consulting Network. Linda is also Vice Chair of the Digital Business Committee at the American Chamber of Commerce in Albania.

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**Mrs. Hanna Kristín Skaftadóttir** CFO/COO of [mojoflower.io](https://mojoflower.io), Iceland



- Hanna Kristín Skaftadóttir is the CFO/COO of Mojoflower and assistant professor and a program leader of Business Intelligence at Bifröst University in Iceland.
- Hanna Kristín is also a Ph.D. candidate at the University of Iceland in the field of Informatics of Business. She is a board member of the Icelandic Blockchain Foundation and an elected board member of the working group on the Digitalization of Business Processes in The Federation of Trade and Services.
- Hanna Kristín holds a position on the advisory board of the Nordic Smart Government initiative – as a representative of Academia.
- Previously Hanna Kristín has extensive experience in the field of innovation consulting, finance, and auditing & assurance.

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**Mrs. Magda Săndulescu** Executive Director of RoFin.tech (Romanian Fintech Association)



- Magda Sandulescu currently serves as the Executive Director of Romanian Fintech Association, the leading Romanian Fintech Community NGO, a 3-year-old association that is contributing to EU's and RO's regulatory framework and fintech market development
- Manager, finance professional, and banker with 20+ years of experience in telecommunication, retail banking, investment management, and private equity in Romania and the CEE Region, Magda focuses on supporting the innovative entrepreneurial ecosystem, making principal investments in high-potential companies in both the old and the new economy
- A graduate of EMBA at Vienna University of Economics and Business, Magda has also a BA in International Business from the Academy of Economic Studies in Bucharest.

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**Mrs. Alina Luchian**, Territory Manager – Education and Academic – Romania & Adriatic



- Alina Luchian is an expert in marketing, sales, and consulting in the IT field, with over 18 years of experience in the industry, and has an entrepreneurial spirit, proven in all the roles and positions she has held to date.
- She held senior positions for over 10 years in one of the largest leading companies in the software, services, and consulting industry, IBM, and currently SAS Institute.
- She is a graduate of the Academy of Economic Studies and holds an INSEAD Master in 2008 in the field of Business Administration. She graduated from IBM Global Business School in 2005, and IBM Top Gun in 2006. She is also a Professional Coach with a degree from Barret Values in 2018.
- Currently she occupies the position of Academic and Education Program Manager for Romania and South East Europe at SAS Institute, an internationally recognized company as a world leader in the creation of software for artificial intelligence and machine learning.

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### **Mrs. Aneida Bajraktari Bicja, Co-Founder & CEO - Balkans Capital**



- Aneida Bajraktari is the co-founder and managing partner of "Balkans Capital" a financial consulting company based in Tirana helping companies unleash the transformative power of their finances.
- Aneida is a key player in the startup ecosystem in Albania. She is the director of Startup Grind Tirana, a global startup community designed to educate, inspire, and connect entrepreneurs, and the lead organizer of Startup Weekend Tirana, the world's biggest educational movement for entrepreneurs.
- Aneida has organized numerous events with the desire to aid the development of the local entrepreneurial system.
- She has been invited as a keynote speaker, mentor, and jury member to different events. Her entrepreneurial spirit and pursuits not only engage and inspire but have also contributed to fostering innovation in the country.

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**Mrs. Sabi Osmani, CEO & Founder of Easy Albania**



- Sabi Osmani is the CEO & Founder of Easy Albania
- She has completed university studies in Social Sciences at the University of Tirana and Economics Studies at the Agricultural University of Tirana. The social profile gave her empathy and sensitivity for issues of gender equality and lobbying for women's empowerment.
- She has played an active role in the promotion and encouragement of women in business, taking the position of Director of Global Women Club Albania and Kosovo.
- Currently, Sabi is engaged as an external consultant for PR&Marketing and as an event manager near the Protik center, as a catalyst and promoter of innovation.

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*Thank you!*

