

## Curriculum Vitae of Dr. V. Richard Benjamins

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Dr. Benjamins, a Dutchman living in Spain, is an experienced and strategic executive with over 20 years of experience in information management. He has worked in different countries in multinational, start-up and academic environments. He has the mind-set of an entrepreneur, but at the same time knows how to operate in large multinational organizations. He has deep knowledge of all aspects associated with Big Data and Artificial Intelligence including business, technology, organisational change, privacy and societal and ethical implications.

Driving, and adapting to change is more a rule than an exception for him. He is also an expert in innovation management and technology transfer turning successful research results into commercial products. He has set up various departments/functions in different organisations. His passion is to use technology for social purposes. He is strategic advisor of [BigML](#). He has led teams of up to 150 people.

Richard Benjamins obtained his PhD in Cognitive Science/Artificial Intelligence from the University of Amsterdam. He is fluent in Dutch, English and Spanish. He is among the [100 most influential people](#) in data-driven business ([DataIQ 100](#)).

## Professional Experience

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### 2018 – present: Telefonica Group

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#### **Data & AI Ambassador**

**Mission:** to make Artificial Intelligence and Data sustainable for Telefonica and the wider industry from a business, social and ethical perspective.

#### Responsibilities:

- Develop a vision and company strategy for [Responsible AI](#)
- Define and execute an implementation methodology “Responsible AI by Design”
- Formulate a comprehensive Data & AI value proposition and service offering for Telefonica’s B2B AI & Data Unit, LUCA
- Position Telefonica as a leader in the telco space for AI
- Promote usage of AI and Data for Social Good

#### Memberships

- ETNO task force on Artificial Intelligence
- GSMA task force on Big Data for Social Good

- Member of European AI Alliance

## 2017 – 2018: AXA Group

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### **Group Chief Data Officer and Head of the Data Innovation Lab at AXA**

Headquarters in Paris, with offices in Singapore and Bangalore.

**Mission:** to bring AXA to the next phase on its data journey towards a truly data-driven company.

#### Responsibilities:

- To set the ambition of, and monitor AXA's Group data strategy.
- To support OpCos in their local data journey through the joint execution of use cases for existing business, and through operating data lakes.
- To support OpCos in building up their local data capabilities leveraging strong communities, best practices, training, and people mobility.
- To bring leading innovations to AXA through research & innovation.
- To explore new business opportunities through data partnerships and open data, including "data for good".

#### Main use cases worked on:

- Optimization of Insurance Procurement through claims analytics.
- Fraud detection in claims, including network analytics.
- Telematics insurance for motor.
- Cross-sell and upsell.
- Lead management.
- Predictive underwriting for Insurance-Bank partnerships.
- Procurement analytics.

## Telefonica Group: 2007-2017

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### 2016-2017: B2B Big Data Unit LUCA, Data-Driven Decisions

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#### **Director of External Positioning & Big Data for Social Good**

**Mission:** to position LUCA as a relevant Big Data player in the market, and to use telco Big Data to help achieve the UN's Sustainable Development Goals.

#### Main achievements and use cases:

- Founder of the Big Data for Social Good department at Telefonica.
- Partnership with UNICEF to use telco data for natural disaster management.
- Set up collaborations with organizations such as UNICEF, Inter-American Development Bank, UN Global Pulse, [OPAL](#).
- Key participant in setting up [GSMA's initiative on Big Data for Social Good](#).
- Key contributor to [OPAL](#) (Open Algorithms): a privacy-enhancing approach to use private enterprise data for social purposes.
- Sports analytics for Movistar Team (cycling).

### 2014-2016: Global BI & Big Data

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#### **Group Director of BI & Big Data**

**Mission:** to define, prioritize and execute use cases of BI and Big Data to improve core and digital businesses for Global Units and Operating Businesses.

#### 2012-2014: Telefonica Digital

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##### **Director of Business Intelligence**

**Mission:** set up a BI and Big Data department for Telefonica's digital businesses.

#### 2011-2012: Telefónica Digital

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##### **Director of global BI**

**Mission:** to lead global programs on best practices and innovation to help Telefonica's Operating Businesses become more data-driven.

#### 2009-2011: Telefonica R&D

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##### **Director of User Modelling**

**Mission:** to develop and transfer successful innovative technology in data science to Telefonica's Operating Businesses. To lead teams on data science, big data platforms, personalisation, and mobile advertising

#### 2007-2009: Telefonica R&D

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##### **Director of Technological Strategy**

**Mission:** to coordinate and prioritize the 200M Group investment in R&D, to protect IPR. To disseminate research results across the Groups Operating Businesses.

#### Intelligent Software Components (iSOCO): 2000-2007

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##### **Co-founder, board member and director of R&D and Innovation.**

iSOCO was the first spin-off of the Spanish Research Institute on Artificial Intelligence.

**Mission:** to build innovative solutions based on R&D, and bring them to the market.

## Academic experience

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### Visiting professor/researcher

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- University of Sao Paulo.
- University of Paris South.
- University of Amsterdam.
- Artificial Intelligence Institute of Spanish Research Council in Barcelona.

### University of Amsterdam: 1998-2000

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**Assistant Professor, Social Science Informatics**

## Other

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Dr. Benjamins is / has been on the advisory board of several start-ups ([BigML](#), [Dontknow](#)) and has been / is member of advisory boards of several large international research projects. He has provided strategic advice to large companies to help them set up Big Data units. He has served as reviewer for many governmental research programs

including the European Commission, Spain, the Netherlands, Israel, Australia and the UK. He has supervised PhD students and has been member of many PhD committees. He is an editorial board member of IEEE Intelligent Systems.

Nowadays, Dr. Benjamins occasionally publishes a scientific article. He co-chaired the industrial track of the 13th International Semantic Web Conference held in 2014 (<http://iswc2014.semanticweb.org/>), and was general chair of the Seventh International Conference on Knowledge Capture in 2013 (<http://dl.acm.org/citation.cfm?id=2479832>). He was founder and author of the “data-speaks” blog of the LUCA website (<http://data-speaks.luca-d3.com/>). He is editor and main author of the book: [Data Speaks – Data Stories that Matter](#), 2017, and wrote successful white papers on [Artificial Intelligence](#), [Big Data for Social Good](#), and the [Societal and Ethical Challenges of Artificial Intelligence](#).

Dr. Benjamins was one of the founding members of a European Incubator for Open Data start-ups, which distributed over 5M euros to European start-ups and/or SMEs (<http://opendataincubator.eu/>).

He is a frequent speaker on events about Big Data and Artificial Intelligence.

#### Selected public appearances

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- <https://youtu.be/PsNOIw-eM-E> (TedxLeon, Data Stories, Nov 2015, in ES)
- <http://vimeo.com/110884465> (Open Data Institute summit 2014)
- <https://www.youtube.com/watch?v=dS-K3nqkpNE> (European Comms interview, June 2015)
- <https://www.youtube.com/watch?v=pzOwSwTRZbI&feature=youtu.be> (Technical University of Madrid, Nov 2016, Let your Data Speak, in ES)
- <https://www.youtube.com/embed/HaSqd-yaivM> (I-COM Summit, April 2015, San Sebastian)
- <http://vimeo.com/109586053> (interview European Voice, 2015)
- <http://vimeo.com/110273640> (European Commission: Data the new Currency, 2015)
- [https://www.youtube.com/watch?v=H\\_7eZzxRc6c](https://www.youtube.com/watch?v=H_7eZzxRc6c) (interview European Comms, 2013)
- <https://www.youtube.com/watch?v=F-YYkFPxleo> (interview European Data Forum, 2013)
- <https://bigittechnology.wordpress.com/2016/07/27/richard-benjamins-telefonica-spain/> (Interview Bigit, Malaysia, August 2016)
- <https://tinyurl.com/ydenjthk> (El Pais, Feb 21, 2016, in ES)
- [http://www.marcusevansassets.com/HTML/Interview%20for%20web\\_121.pdf](http://www.marcusevansassets.com/HTML/Interview%20for%20web_121.pdf)