



PARIS | MAY 15, 2024

Hosted by the OECD

OECD Headquarters & Conference Centre,  
2 Rue André Pascal, 75016 Paris.

1:30 p.m. - 5:30 p.m.



DEVELOPMENT  
DATA PARTNERSHIP

## AGENDA

TIME	TOPIC	SPEAKER
1:30 p.m.	REGISTRATION	
2:00 p.m.	WELCOME AND OPENING REMARKS	<b>Asa Johansson</b> , Deputy Director Statistics and Data Directorate, OECD
2:15 p.m.	STATE OF THE PARTNERSHIP	<b>Partnership Secretariat:</b> Holly Krambeck, Program Manager, World Bank Data Lab
2:35 p.m.	DATA FOR GOOD	<b>Arturo Franco</b> , Special Advisor to the Senior Managing Director for Development Policy and Partnerships, World Bank  <b>Monica Allen</b> , Director of Public Policy Campaigns and Programs at Meta
3:00 p.m.	GLOBAL IMPACT STORIES	<b>Moderator: Elaine S. Tan</b> , Advisor, Office of the Chief Economist and Director General, and Head, Statistics and Data Innovation Unit, Economic Research and Regional Cooperation Department; Asian Development Bank  <b>Mobility During Amazon Drought</b> <ul style="list-style-type: none"><li>▶ <b>Jill Falman</b>, Program Manager, Data for Good, Meta</li><li>▶ <b>Julia Dias</b>, Digital Innovation Specialist, IDB</li></ul> <b>Labor Markets in the Green Economy</b> <ul style="list-style-type: none"><li>▶ <b>Rosie Hood</b>, Senior Data Scientist, LinkedIn</li><li>▶ <b>Tim Deisemann</b>, Associate Economist, EBRD</li></ul> <b>Macroeconomic Monitoring with Google Search Trends</b> <ul style="list-style-type: none"><li>▶ <b>Ruha Devanesan</b>, Strategic Partnerships Lead, Google</li><li>▶ <b>Lamya Kejji</b>, Research Analyst, IMF</li></ul> <b>Sustainable Transport Indicators for Functional Urban Areas</b> <ul style="list-style-type: none"><li>▶ <b>Alison Weingarden</b>, Economist, OECD</li></ul>
3:45 p.m.	BREAK	
3:50 p.m.	PERSPECTIVES AI ON THE GROUND	<b>Moderator: Karine Perset</b> , Head of OECD AI Policy Observatory, OECD  <b>AI's Impact in Developing Countries Today</b> <ul style="list-style-type: none"><li>▶ <b>Sophie Schmidt</b>, Founder and Publisher, Rest of the World</li></ul> <b>Google Investment in AI for Social Good</b> <ul style="list-style-type: none"><li>▶ <b>Dr. Jason Hickey</b>, Director of Research, Google</li></ul>

4:35 p.m. GLOBAL IMPACT STORIES

**Moderator: Andrea Martens**, Senior Economist, Policy and Strategy Division; EIB

**Monitoring Illegal Gold Mining in Niger with AI**

- ▶ **Andrew Zolli**, Chief Innovation Officer, Planet
- ▶ **Holly Krambeck**, Data Lab Program Manager, World Bank

**Reaching Digital Deserts**

- ▶ **Michelle Marshalian**, Economist and Project Manager, OECD
- ▶ **Katherine Macdonald**, Senior Director, Ookla

**Fostering Road Resilience and Assessing Flooding Risk Exposure**

- ▶ **Alex Minett**, Technical Director, JBA Risk Management
- ▶ **Lorena Cano**, Innovation Specialist, IDB

5:10 p.m. CLOSING REMARKS

- ▶ **Juliano Seabra**, Manager, Knowledge, Innovation & Communication, IDB

5:20 p.m. END OF PUBLIC PROGRAM

## SPEAKERS



### MONICA ALLEN

Director of Public Policy  
Campaigns and Programmes  
Meta

Monica Allen is Director of Public Policy Campaigns and Programmes at Meta, where she leads and mobilises campaigns across European markets on themes including GenAI, the metaverse, youth safety and wellbeing, and sustainability. Over the last 15+ years her professional pursuits have crisscrossed political advisory roles, strat comms and public affairs, grant-making and partnerships - in the private, public and third sectors.

Before Meta, she was the global head strategic engagement and communications at the Children's Investment Fund Foundation (CIFF) - leading CIFF's approaches to government engagement, campaigns, and investing in women- and youth-led advocacy in India, Kenya and the UK.

Monica has worked in both the US Senate and UK House of Commons, and was Special Adviser on defence, foreign affairs and international development to the UK Deputy Prime Minister during the 2010-2015 coalition government.

Monica holds an MA in War Studies from King's College London and a BA in International Affairs from the George Washington University.

# SOPHIE SCHMIDT

Founder and Publisher  
Rest of World



Sophie Schmidt is the Founder and Publisher of [Rest of World](#), an award-winning nonprofit journalism organization focused on the impact of technology in the non-western world.

Since launching in 2020, Rest of World has published thousands of stories from over 100 countries, filling a critical information gap with rigorous & accessible tech journalism. Working with on-the-ground reporters and photographers to produce immersive storytelling, Rest of World reaches a global audience of several million readers.

Sophie began her career in the Middle East with Afghanistan's MOBY Media Group, and subsequently worked in technology and politics across the UK, China, the UAE, South Africa, and Myanmar. Prior to founding Rest of World in 2019, she held public policy and communications roles at Uber, in both their San Francisco HQ and European offices. She has spent extensive time outside the West, including as part of technology delegations to North Korea, South Sudan, Pakistan, Saudi Arabia and Iraq.

She earned an MBA from Stanford Graduate School of Business and an MPA from Harvard Kennedy School. She holds a BA in Islamic Studies from Princeton University.

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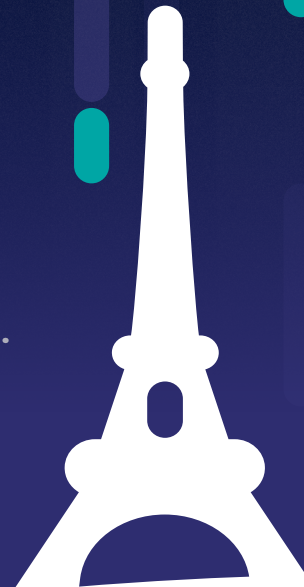


# DR. JASON HICKEY

Head of Research  
Google

Dr. Jason Hickey heads Google Research in Accra, Ghana. His work focuses on identifying and implementing ways Google can use advanced machine learning methods to improve welfare in Africa, particularly around food security, weather and climate forecasting, pest and crop disease prevention, crisis response, languages, and more. He holds a B.S. degree in Electrical Engineering from the California Institute of Technology, a M.Eng. degree in Electrical Engineering from Cornell University, and a M.S. and Ph.D. degrees in Computer Science from Cornell University.

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# SPEAKERS

## ÅSA JOHANSSON

Deputy Director of the Statistics and Data Directorate, OECD



Åsa Johansson is Deputy Director of the Statistics and Data Directorate of the OECD since February 2022. Previously she was the Head of the Structural Policies Surveillance Division at the OECD Economics Department where she led policy research on structural policies including overseeing the work on the OECD flagship publication Going for Growth. She was also the Head of a Country Studies Division in the Economics Department overseeing the work on country review reports. At the OECD she has led research on a range of topics including, Economic Implications of Multinational Tax Planning, Taxation and Economic Growth, Public Finance, Intergenerational Social Mobility, Structural Policies in Housing Markets, Long-Term Growth scenarios, Long-Term Trade and Specialisation Patterns. She holds a Ph-D in Economics from the Institute for International Economic Studies at Stockholm University.

## ARTURO FRANCO

Special Advisor, Development Policy and Partnerships, World Bank



Arturo Franco is a development economist and former strategy consultant. His career combines high-level positions in Fortune 500 corporations and global organizations, with public policy and international development experience.

Before joining the World Bank, Arturo served as Senior Vice President, Thought Leadership at Mastercard Center for Inclusive Growth, as Senior Advisor for McKinsey & Company's global public and social policy practice, and as Executive Director of the Planning Council of the State of Nuevo Leon, where he also served as Undersecretary. Over the past years, Arturo has been Global Leadership Fellow for Latin America at the World Economic Forum, Economics Research fellow at Harvard University's Center for International Development, Nonresident Senior Fellow at the Atlantic Council and is a member of the International Institute for Strategic Studies.

Arturo holds economics degrees from Monterrey Tec in Mexico and Harvard's Kennedy School of Government, where he was also vice chair of the Alumni Board. His essays and books have been published by the Brookings Institution, the Woodrow Wilson Center for International Scholars, the Atlantic Council, and the Policy Network.

## JULIANO SEABRA

Manager of the Knowledge, Innovation, and Communication Sector, Inter-American Development Bank



Juliano Seabra is the Manager of the Knowledge, Innovation, and Communication Sector at the Inter-American Development Bank (IDB) since May 2023. He's also the Chief of the IDB's Innovation and Creativity Division since February 2019, where he led the establishment of a unique internal innovation studio, the first among multilateral development banks.

Before his tenure at the IDB, Juliano had a notable career bridging public, private, and non-profit sectors. He was the Director of Innovation and New Business at TOTVS, where he played a crucial role in reimagining corporate-startup collaborations in the tech sector in Brazil. He also served as Director and CEO at Endeavor Brazil, significantly enhancing its outreach and impact on the Brazilian entrepreneurship ecosystem from 2009 to 2018.

Juliano holds a Master's Degree in Public Administration and Government from Fundação Getúlio Vargas and a Bachelor's Degree in International Relations from the Pontifical Catholic University of São Paulo. Renowned for his leadership and innovation, Juliano has been pivotal in fostering significant organizational transformations and promoting entrepreneurship globally.



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## KARINE PERSET

Head of OECD.AI Policy Observatory, OECD

Karine Perset heads the AI Unit of the OECD Division for Digital Economy Policy, where she oversees the OECD.AI Policy Observatory and the OECD.AI Network of Experts. She focuses on the opportunities and challenges AI raises for governments, policies to help implement the OECD AI Principles and developing trends in AI. Previously she was Advisor to ICANN's Governmental Advisory Committee and Counsellor of the OECD's Science, Technology and Industry Director. Karine is Franco-American.

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## HOLLY KRAMBECK

Program Manager, Data Lab, World Bank

Holly Krambeck is the Program Manager for the World Bank Data Lab, housed in the Development Data Group. The World Bank Data Lab improves internal coordination between World Bank data talent; expands pro-bono partnerships with private firms and academic institutions; and builds staff awareness and capacity to deliver modern data solutions to SDG challenges. She also founded the Development Data Partnership, a partnership between international organizations and companies, created to facilitate the responsible use of third-party data in international development.

Prior to her current assignment, Holly was a World Bank Task Team Leader, responsible for a \$950 million portfolio of transportation infrastructure loans and technical assistance grants in East and Southeast Asia. Her technical assistance program helped transport agencies improve the efficiency and efficacy of their data collection, management, and analysis for decision making.

Holly holds a M.Sc. in Transportation and a M.C.P. (Master in City Planning) from Massachusetts Institute of Technology.

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## ELAINE S. TAN

Advisor, Office of the Chief Economist and Director General, and Head, Statistics and Data Innovation Unit, Economic Research and Regional Cooperation Department, Asian Development Bank

Elaine S. Tan is Advisor, Office of the Chief Economist and Director General, and Head, Statistics and Data Innovation Unit, Economic Research and Regional Cooperation Department, Asian Development Bank. Her work at ADB includes building statistical capacity in developing member economies; undertaking economic research using new data sources and methods; as well as providing support and policy advice to ADB operations. She holds a doctorate in economics from Cambridge University, UK.

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## ANDREA MARTENS

Senior Economist, Economics Department  
European Investment Bank

Andrea is a Senior Economist in the Economics Department of the European Investment Bank (EIB) and is affiliated with the AI Innovation Lab. She holds an Advanced Master's degree in Artificial Intelligence from KU Leuven, along with a Master's degree in Economics and a Ph.D. from the University of California, Berkeley. Andrea's professional background includes serving as an Assistant Professor of Business and Economics at the University of Illinois at Urbana-Champaign, working in the European Commission's Chief Economist Team, and acting as a management consultant at McKinsey in South America.

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# IMPACT STORIES



## JILL FALMAN

Program Manager, Data for Good, Meta

Jill Falman is a Program Manager for Meta's Data for Good program that shares privacy protecting data to assist partners in addressing social issues like natural disasters, public health, and economic opportunities. Jill manages the program's crisis mapping datasets and works with external partners across NGOs, academia, and governments. She graduated from the University of Washington (MS Environmental Health and MPA) with a focus on disease surveillance, risk analysis, and international development.

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## JULIA DIAS

Digital Innovation Specialist  
Inter-American Development Bank

Julia Dias is a Digital Innovation Specialist at the Inter-American Development Bank (IDB), where she spearheads the Code for Development and co-leads the Development Data Partnership initiatives. With over a decade of experience in multilateral and social impact organizations across Latin America and the Caribbean, Julia is dedicated to fostering the adoption of open-source software and the creation of data-driven public goods. She plays a crucial role in supporting various IDB sectors by promoting open innovation and assisting in the development of digital tools that enhance public policy design and implementation. Julia holds a Bachelor of Industrial Engineering from UNICAMP and a Master's in Public Administration from Columbia University.

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## ROSIE HOOD

Senior Data Scientist, LinkedIn

Rosie Hood, PhD is a Lead Data Scientist in LinkedIn's Economic Graph Research Institute, and co-lead for the Data for Impact program, empowering government and multilateral partners with the economic data they need to make informed decisions and invest in programs that create economic opportunity for the global workforce. As part of the Economic Graph Research Institute, Rosie's research focuses on building novel statistical models on equity and labour markets.

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## TIM DIESEMANN

Lead Research Economist, European Bank for  
Reconstruction and Development

Tim Diesemann is an Associate Economist at the EBRD Office of the Chief Economist. Prior to joining the EBRD, Tim worked at McKinsey & Company as a Senior Analyst focused on the Net Zero transition, impacts of climate change, and economic development. As part of EBRD's Research Division, he conducts academic research, contributes to the Bank's knowledge products and develops new data and machine learning capabilities.

Tim holds an MSc in Economics for Development from the University of Oxford. His research interests lie at the intersection of structural transformation, human mobility and the environment. His latest paper contributes to understanding the agricultural productivity gap in Sub-Saharan Africa.



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## RUHA DEVANESAN

### Strategic Partnerships Lead, Google

Ruha Devanesan leads Trust Product Partnerships at Google, and led Crisis Response partnerships prior, enabling partnerships that made critical information more accessible in times of disaster through Google Search and other products. Ruha has a J.D. and Masters in International Relations from Boston University and is a former Fellow of the Berkman Center for Internet and Society at Harvard Law School. Her areas of expertise include information and communication technology for development (ICT4D), online safety, digital literacy, crisis alerting technologies, designing for equitable access, international human rights law.

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## LAMYA KEJJI

### Research Analyst, IMF

Lamya is a Data Scientist in the Data Governance and Services Division of the IMF's Statistics Department. Lamya manages the Development Data Partnership operations and promotes collaboration and responsible data use at IMF. In addition, Lamya works on a wide range of data science projects at IMF. Previously, she was a Research Analyst at the Strategy Policy and Review department at the IMF working on Machine Learning models to assess country vulnerability. Lamya holds a master's degree in Computer Science with a focus on Big Data Technologies.

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## ALISON WEINGARDEN

### Economist, OECD

Alison Weingarden is an economist in the OECD's Economic Analysis, Data and Statistics Division of its Centre for Entrepreneurship, SMEs, Regions and Cities. Her work focuses on geographic patterns of employment and economic activity. Alison has an undergraduate degree in engineering from Princeton University, an MSc from the London School of Economics and a PhD in economics from Georgetown University. From 2015-20 she worked as a Senior Economist at the US Federal Reserve Board in Washington DC, where she helped analyse and forecast unemployment and productivity.

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## ANDREW ZOLLI

### Chief Innovation Officer, Planet

Andrew Zolli is the Chief Impact Officer at Planet, a space and AI organization with the largest constellation of Earth-observing satellites. Andrew oversees Planet's Sustainability and Global Impact initiatives, making sure that their satellite data is ethically used to its highest and best purposes to accelerate climate action, monitor the world's ecosystems, improve humanitarian action and disaster response, protect human rights, transform sustainable development, advance scientific discovery and artistic expression.



## KATHERINE MACDONALD

### Senior Director, Ookla

Katherine Macdonald currently serves as the Senior Director of Strategic Initiatives for Ookla, the company behind Speedtest, DOWNDetector, RootMetrics, and Ekahau, and is also the creator and Program Manager of Ookla for Good.

Katherine has over 20 years of experience in creating collaborative partnerships and identifying strategic priorities within the network intelligence and communication industries. As program manager for Ookla for Good, she supports Ookla's mission to improve connected experiences for all by connecting Ookla's people, skills, and insights with like-minded organizations around the world. She also actively supports Ookla's strategic partnership, government, and industry engagements in an array of capacities. Prior to joining Ookla in 2018, she was responsible for developing global alliances and led marketing, communication, and creative teams at Mosaik.



## MICHELLE MARSHALIAN

### Economist and Project Manager, OECD

Michelle Marshalian (PhD), United States and French national, is a micro-economist, policy analyst and program manager of the Enhancing Rural Innovation project with the OECD, with over 10 years working on economic and policy analysis. She specialises in firm-level analysis on innovation, entrepreneurship, productivity and labour policy, with a focus on regional and rural development and digital divides. At the OECD, she worked on governance reforms, gender policies, income inequalities, labour policy, innovation and entrepreneurship. In her experience through the Business and Industry Advisory Committee to the OECD, she managed several networks of professional experts in tech companies, telecommunications infrastructure, through a network of business associations experts focused on public-private dialogue for policy making. Prior to joining the OECD in 2020, she worked as an external expert on jobs and productivity policies for the World Bank, managing analysis for 7 reviews that included a focus on regions, jobs and productivity. She received a PhD in Economics from Dauphine, PSL (Paris) while teaching several masters courses on Impact Evaluation, advanced econometrics for public policy analysis, and migration at Paris 1: Panthéon La Sorbonne. She has a dual Masters of Public Administration in Public and Economic Policy from the London School of Economics and Sciences Po, a Master's degree on Labour and Social Administration from Paris 1, Panthéon La Sorbonne, and a BA in Economics and European Areas Studies from the University of California, Los Angeles (UCLA).



## ALEX MINETT

### Technical Director, JBA Risk Management

Alex Minett is a Technical Director at JBA Consulting, an specialist environment and engineering consultancy headquartered in the UK.

Alex leads the relationship with the Development Data Partnership, as part of the JBA Labs innovation team.



## LORENA CANO

### Innovation Specialist Inter-American Development Bank

Lorena Cano is an innovation specialist at the Inter-American Development Bank (IDB), where she leads Open Innovation services, including the Development Data Partnership. Prior to that, Lorena was a Fellow from the Centre for the Fourth Industrial Revolution of the World Economic Forum and technical advisor for the IDB Digital Economy Initiative. Before joining the IDB, Lorena worked on information technology and analytics at Accenture in Boston. Lorena has worked at Scotiabank, Grupo Carvajal, and the Telecommunications Regulation Agency of Peru. Lorena holds an MBA from Brandeis University and a B.S. in systems engineer. @lorenacano



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