



## Small team, big responsibilities & long-term objectives

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Director EMEA, Brussels  
DELL



# EMEA Government Affairs

## Will Parker

Director EMEA,  
Brussels

- UK
- Brexit
- Circular Economy



## Sebastian Hufnagel

Manager EMEA,  
Berlin

- Germany
- Cybersecurity
- Digital Transformation
- Sustainable Public Procurement



## Martha Ivanovas

Manager EMEA,  
Brussels

- France
- Privacy
- Entrepreneurship
- Digital Cities
- Artificial Intelligence & HPC



## Barton Finn

Trainee EMEA,  
Brussels

- EU institutions
- Digital Cities
- Sustainable Public Procurement
- Trade



# Dell Global Government Affairs: Our Vision

## Influential

A strong team of Government Affairs and Public Policy experts working in major capitals around the world, developing and maintaining effective working relationships with policy makers and government officials

## Partner to the Business

Understanding the political, legislative and regulatory landscape of the countries where we operate to manage Dell's reputation, take smart risks, and identify and create opportunities for the business

## Trusted Counsel

Creating and sustaining partnerships with senior executives and Subject Matter Experts to advocate for and advise on issues impacting Dell and its family of businesses, our customers and our employees

Our team anticipates, shapes and leverages the global policy and political environment to inform and support business decisions and the success of Dell Technologies

## Entrepreneurial

Empowering team members to explore innovative ways of doing things, accept challenges and take smart risks; rewarding accomplishments and celebrating success

## Inclusive

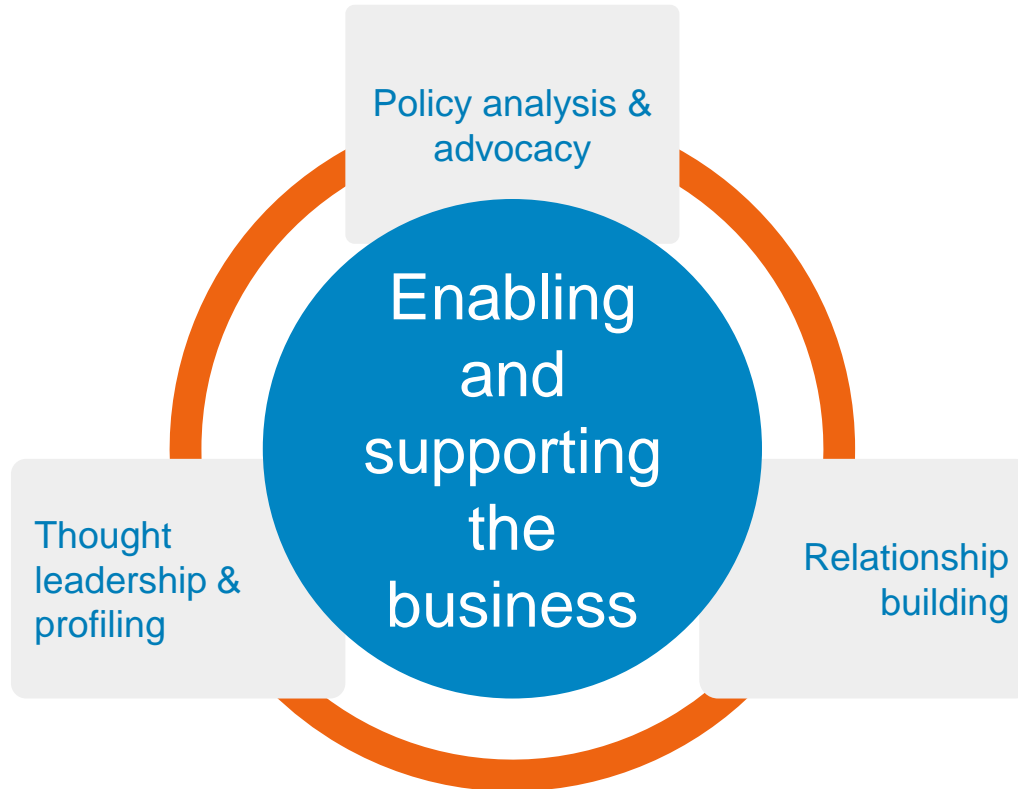
Appreciating and respecting the values, cultures and political ideologies of each team member

## Collaborative

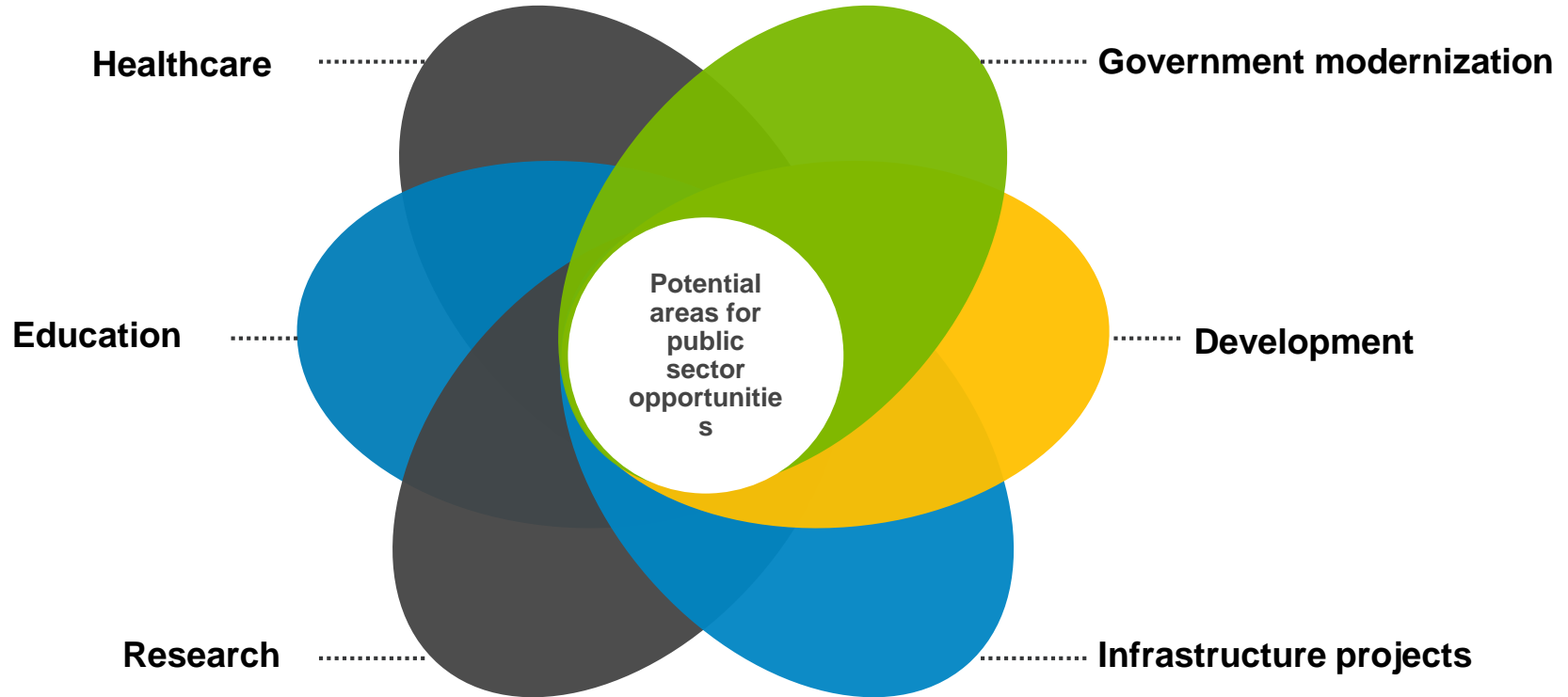
Fostering a work environment where everyone is eager to participate and collaborates across regions



# How we anticipate, shape and leverage policy and politics for the success of Dell Technologies



# Preparing the ground for public sector opportunities



# EU policies we focus on in FY'19

