Keynote speaker at WASP Industry Days 2023

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Board Member

Title of talk: AI journey of the telecom industry

Abstract

With the hype of GenAI, Ieva will elaborate on the opportunities and challenges for AI development and use in the telecom industry. She will cover a series of use cases that show high value potential and are deployed outside the PoC/pilot phases, and share insights on GenAI experiments, particularly within customer service automation, network optimization and employee productivity domains. Ieva will also share her personal journey within Telenor on building AI research and innovation capacity, her recent advocacy work in the industry on AI regulation and share some thoughts on how Norwegian AI community is stepping up these days.

Biography

Ieva Martinkenaite is leading Research and Innovation unit in Telenor Group. She is among the key figures at Telenor contributing to building AI research and innovation ecosystem in Norway. Over the last several years, Ieva led a team of data scientists and Machine Learning engineers in Telenor, also holding several high profile regional and national appointments in AI. Among those are Board memberships in Norwegian Open AI-lab, International Advisory Board of Flanders AI, and the Singapore´s Government International Advisory Council on Ethical use of AI and Data.

Among Ieva's responsibilities in Telenor is to advance research within AI/ML, 5G/6G and cloud within telco domain, develop Telenor´s thought leadership in selected technology areas and contribute to Telenor´s innovation ambitions together with strategic partners and customers. Her work also involves advisory to Telenor management on digital technologies

and innovation strategy. Concurrently, Ieva leads a joint AI task force of Europe's largest telecommunication operator association ETNO and GSMA Europe.

She has more than 15 years of experience in product development, business research and advisory. During 2018-2020 Ieva represented Telenor in the European Commission's High-Level Expert Group on AI which provided ethical guidelines for building Trustworthy AI in Europe. Ieva is a frequent reviewer of Horizon Europe and Digital Europe programs with focus on AI and big data.

Ieva holds a PhD in Strategic Management from BI Norwegian Business School (Norway) and Master's in European Public Administration from K.U. Leuven (Belgium). During 2020-2022 she served on the Board of Telenor Denmark A/S.