

Telenor Research's Ieva Martinkenaite appointed to advise the EU on AI

(Fornebu, 18 June 2018) The European Commission has appointed Ieva Martinkenaite from Telenor Research as one of 52 experts to the new High-Level Expert Group on Artificial Intelligence (AI HLG). In her role, Martinkenaite will support the implementation of the European strategy on AI.

Other companies with representatives on the [AI High Level Group](#) include Orange, Nokia Bell Labs, Google, IBM, SAP, Sigfox, Bayer, Santander, BMW and Bosch. The group also includes academics, civil servants and other politicians, lawyers and professional bodies. Ieva Martinkenaite is among key figures in Telenor contributing to building the AI research and innovation ecosystem in Norway. A VP in Telenor Research, Martinkenaite is leading the [Telenor-NTNU AI-Lab](#), a national powerhouse for AI and Machine Learning in Norway. She is also head of Telenor Start IoT initiative, aimed at stimulating research, innovation and new company building in IoT in Norway. Her work involves research and advisory to Telenor executives and business leaders on Artificial Intelligence (AI), Internet of Things (IoT), innovation strategy and digital partnerships. «I'm honoured to have been appointed to the European Commission's High Level Expert Group on AI. This puts Telenor and Norway on the AI map in Europe, and gives us a tremendous opportunity to impact the AI developments in Europe and be in the top league of researchers, business leaders and policy makers,» says Ieva Martinkenaite, VP, Telenor Research. The experts will recommend the future AI-related policy development in Europe and support European politicians on matters related to AI technology, including ethical, legal and socio-economic challenges related to AI. The group will also serve as a steering group for the European AI Alliance's work, interacting with other initiatives, helping stimulate a multi-stakeholder dialogue, gathering participants' views and reflecting them in its analysis and reports. Martinkenaite holds a doctorate degree (PhD) in Business and Economics from BI Norwegian Business School and a Master in European Public Administration from K.U. Leuven. She has more than 15 years of experience in business research and advisory work, teaching and academic management. She has published and presented her research in top-tier journals and conferences, and is a frequent speaker at business conferences and other events on topics, such as AI, IoT, innovation in multinational corporations and digital partnerships.