



BSI STANDARDS CONFERENCE 2025

Protecting Consumers in the Age of AI



Speakers on Wednesday, 21 May 2025



Anne Hayes

Director of Sectors & Standards Development, BSI

Anne heads up the BSI Knowledge teams that lead the sector strategies and standards development to ensure UK and global innovation and policy are supported with relevant standards. With over 20 years of experience in standardization across various industries, she has also led teams in governance, risk, resilience, healthcare, and sustainability. Prior to joining BSI, Anne was the Editorial Director at Sweet & Maxwell Ltd.



Caitlin Kraft-Buchman

Co-Founder, <A+> Alliance for Inclusive Algorithms

Caitlin is the CEO and Founder of Women At The Table, a Geneva-based think tank focused on gender equality and systems change. She co-leads the <A+> Alliance for Inclusive Algorithms and the <AI & Equality> Human Rights Toolbox, advancing human rights-based AI. Caitlin is a founding member of the International Gender Champions network and advises multiple global initiatives on inclusive AI and gender-responsive standards.



Julie Hunter

Chair, Consumer and Public Interest Network (CPIN)

Julie has 25 years of experience in consumer policy, research, and advocacy working with consumer organizations, regulators and government bodies - in the UK and abroad. She chairs CPIN, which represents consumer interests in British Standards. Julie also collaborates with ISO COPOLCO to strengthen the consumer stakeholder voice in international standards and was the global Project Lead for ISO 22458 Consumer Vulnerability.



Nikki Stopford

Consumer Forum Chair, BSI

Nikki has 25 years of experience advocating for consumers and raising industry standards. She co-founded Consumer Voice, a UK digital platform and community promoting access to justice, and is the class representative in the £7 billion Google Search collective action. As Chair of the BSI Consumer Forum, she collaborates with consumer groups, regulators, and government bodies to strengthen the UK consumer voice in standards.

**Javier Ruiz Diaz**

Digital Policy Advisor, Consumers International

Javier is an independent expert on digital policy and consumer rights, with a focus on areas including digital trade, privacy, AI, and platform regulation. He is a member of the UK Government's Trade Advisory Group on Intellectual Property and the Centre for Inclusive Trade Policy. Javier is the former Policy Director at the Open Rights Group and has worked with organizations such as Which?, Public Citizen, and Consumers International.

**Chiara Giovannini**

Deputy Director General, ANEC

Chiara is Deputy Director General at ANEC, the organization representing European consumer interests in technical standards. She leads ANEC's work on accessibility, the digital society, and smart technologies, while supporting policy development and strategic relations. Chiara also represents ANEC in ISO's Committee on Consumer Policy.

**David Cuckow**

Director of Digital, BSI

David leads BSI's global strategy on Digital, helping industries and governments adopt emerging technologies and embed best practices. His work focuses on transforming business, processes, and culture for social and economic benefit. David has held senior roles at SAS, CA, Nortel, Alcatel, and Racal.

**Liz Coll**

Founder, Connected Consumers

Liz is a digital consumer policy analyst and founder of Connected Consumers, with expertise in digital rights, AI, and consumer law enforcement. She has advised governments, global institutions, and standard bodies on the consumer impacts of emerging technologies. Liz also leads a UK class action against Google for excessive pricing and serves as a strategic advisor to BSI's consumer and public interest network.

**Laura May Bishop**

Digital Sector Lead, AI & Cyber Security, BSI

Laura is a Human Factors and Cyberpsychologist and works as the AI and Cyber Digital Sector Lead at BSI. She supports the development of standards for the safe, secure, and reliable use of AI and cyber systems, drawing on her research into human-technology interaction. Formerly, she led the Human-centric Cyber Innovation Programme at Airbus and is an Honorary Research Associate at Cardiff University.

**Saral James Maniam**

Secretary-General, Malaysian Association of Standards Users

Saral has over 20 years of experience in quality assurance, auditing, and consumer advocacy. She serves as Vice Chair of ISO COPOLCO and Convenor of its Working Group on Capacity Building and Training. Saral has led initiatives across consumer safety, e-commerce, and anti-bribery, and has played key roles in international standards development.

**Teresa Moreira**

Head of the Competition and Consumer Policies, UNCTAD

Teresa has led the Competition and Consumer Policies work at UNCTAD since 2016. She previously served as Portugal's Consumer Director General and was a founding board member of the Portuguese Competition Authority. With a background in European Competition Law, she has also taught at the University of Lisbon and held senior roles in Portugal's international economic and competition policy bodies.

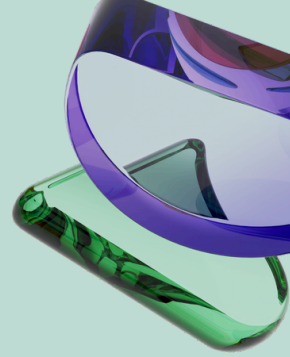
**Dr. Eunsook Moon**

Chair, ISO COPOLCO



BSI ANNUAL GENERAL MEETING

Part of the Standards Conference 2025



Meet the AGM Speakers on
Wednesday, 21 May 2025



Susan Taylor Martin

Chief Executive, BSI

Susan Taylor Martin joined the Board and was appointed Chief Executive in January 2021. Susan has led a range of information, publishing and software businesses, first at Reuters and then at Thomson Reuters. As President of Thomson Reuters' Global Legal Business based in New York, she led the transformation of its online information service into an AI-enabled suite of digital and SaaS offerings. She has experience of the consumer, leisure and hospitality sector, having been a Non-Executive Director of Whitbread PLC. She also possesses a strong network across a wide range of businesses, as former Chair of the London Council of the Confederation of British Industry.



John Hirst CBE

Chairman, BSI

John Hirst was appointed to the Board in October 2018 as Non-Executive Director and became Chairman in January 2019. John has a wealth of experience leading and transforming complex organizations. His early career was with ICI, beginning in finance before progressing into various leadership roles and serving on the Group leadership team as Chief Executive of the speciality chemicals division. He was Group Chief Executive of Premier Farnell, a FTSE 250 electronics distribution company, and Chief Executive of the UK's Met Office. John was Chairman of Anglian Water Services from 2015 until 2024.



Scott Steedman CBE FREng

Director-General, Standards, BSI

Scott is Director-General, Standards of the British Standards Institution (BSI) and a member of the Board of the BSI Group. He has primary responsibility for BSI's standards policy and strategy and its appointment as the National Standards Body (NSB), its role in the UK National Quality Infrastructure, UK membership of the international standards organizations ISO, IEC, CEN, CENELEC and ETSI, and for BSI's relations with counterparts around the world, particularly other government appointed NSBs. His career has spanned academia, innovation, engineering consulting and industry standards and he has held senior and non-executive roles in industry, research and innovation organizations and professional bodies. He is on the Boards of ISO, IEC and CEN and a former Vice-President of ISO, CEN, the Royal Academy of Engineering and the Institution of Civil Engineers.