



The U.S. Trade and Development Agency (USTDA) has selected the Tuatara Group to conduct a Definitional Mission (DM) to identify, evaluate and recommend smart city projects in Turkey that could benefit from USTDA project development funding for feasibility studies or technical assistance. As part of this activity, the Tuatara Group is organizing a smart city project planning roundtable to bring U.S. and Turkish stakeholders together to discuss key issues in smart city planning and the potential for utilizing USTDA project funding to enable implementation. To learn more, go to the Tuatara Group website and view: [Smart City Project Proposals](#).

U.S. – Turkey: Smart City Project Planning Roundtable Wednesday, October 12, 2016	
<i>Location: Industrial Creative Centre of TTGV – Kivilcim “Spark”</i> <i>Technology Development Foundation of Turkey</i> <i>Cyberpark Cyberplaza Blok B Floors:5-6 Bilkent 06800 ANKARA - TURKEY</i>	
Agenda	
0900 – 0930	Welcome and Introductions Mr. Doug Shuster, Ms. Pamela Peseux, Principals, Tuatara Group (Roundtable Moderators) Yaprak Çakılcıoğlu, U.S. Commercial Service, U.S. Embassy, Ankara
0930 – 1030	Discussion Topic 1: Smart City Projects/ Initiatives in Turkey Presenter: Ms. Berrin Benli, Co-Founder, Novusens <i>Ms. Benli will start the discussion by providing an overview of recent Turkish projects, initiatives and needs based on Novusens’ recent work.</i>
1030 – 1045	Coffee/Tea Break
1045 – 1215	Discussion Topic 2: Smart City Readiness and Planning Presenter: Dr. Mani Vadari, Smart City Technical Expert, Tuatara Group Team <i>Dr. Vadari will start the discussion by sharing different models and methodologies for enabling smart city projects and initiatives.</i>
1215 – 1245	Discussion Topic 3: USTDA Smart City Project Funding Presenters: Mr. Doug Shuster, Ms. Pamela Peseux, Principals, Tuatara Group <i>The Tuatara Group team will start the discussion by describing U.S. Trade and Development Agency project funding opportunities.</i>

The roundtable is open to all U.S. and Turkish Stakeholders. To register to attend, [click here](#) or contact Pamela Peseux, Tuatara Group at [email](#). The Tuatara Group team will be available to meet with stakeholders to discuss USTDA grant opportunities following the roundtable or during the week of October 10, 2016 when they are in Turkey. Please contact the team to arrange a meeting.

Biographies of Moderators and Presenters



Doug Shuster, Principal, Tuatara Group

Doug Shuster has over 20 years of experience in the field of emerging markets infrastructure development, including infrastructure project planning and development; project financing and investment analysis. He has worked in over 40 countries in a diverse array of infrastructure sectors, including energy and power, water and sanitation, information and communications technology, and transportation. Prior to founding Tuatara Group and Emerging Markets Infrastructure, he worked with PADCO (now AECOM), managing an environmental technology program for 15 Asian economies and has held positions in Africa, Asia, the Middle East and with the Office of the Economist at the U.S. Trade and Development Agency (USTDA). Shuster has a BA in Economics and Geography from Clark University and a Masters Degree from the Fletcher School of Law and Diplomacy.



Pamela Peseux, Principal, Tuatara Group

Pamela Peseux has more than thirty years of experience in marketing, business development, and international project implementation. She has experience in a variety of sectors including energy, aviation, ICT and in more than 25 countries. She founded Cimperium, an international marketing and consulting firm, fifteen years ago and has led the marketing and management of international infrastructure and technical workshops, conferences, reverse trade missions and business development programs on behalf of international organizations. She was a project manager with Teleconsult International, an international telecom consulting firm, marketing manager for Cellular One (currently AT&T) and an account executive for several advertising agencies focusing on business to business marketing. She holds a Bachelor of Science Degree in Journalism and Advertising from West Virginia University and a Master of International Management Degree from the University of Maryland University College.



Berrin Benli, Co-Founder, Novusens

She is the co-founder of “NOVUSENS – Innovation and Entrepreneurship Institute” which is the 1st “Think Tank” organization of Turkey specialized in Science, Technology and Innovation that delivers professional services on innovation and entrepreneurship to foster “sustainable development”. Berrin has established “Big Data Institute” of NOVUSENS in 2013 and “Smart City Institute” of NOVUSENS in 2014 to support ICT Innovation field. She is also the co-founder of “IDE Consulting” which delivers professional ICT services on high-tech industries. As a professional ICT expert she uniquely combines her broad experience of enterprise industry with the knowledge of business management, technology adoption, innovation, and education to develop and deliver effective management and learning experiences both at local country and global platforms. She has over 30 years of business experience in ICT industry carrying both business and technical management roles in the fast pace MNCs (like Oracle Corp, Intel Corp.) and local giant system integrators and software development companies. During her 12 years with Oracle Corporation, she held various Executive Management roles covering 35 countries, and Global levels (US, EMEA, APAC). She has BSc degree of Computer Engineering from METU (Middle East Technical University) and Executive MBA, Global Management Program from the University of Phoenix, Arizona.



Dr. Subramanian Vadari, Tuatara Group Team

Dr. Vadari is the CEO of Modern Grid Solutions and a retired partner from the global consulting firm Accenture where he founded and led their System Operations and Smart Grid Practice globally. Modern Grid Solutions, is a boutique strategy and technology Consulting company focused on delivering solutions to utilities and their vendors. Dr. Vadari is considered a Smart Grid and Smart Cities Expert and has worked in diverse countries such as China, UAE, Europe and North America. Dr. Vadari brings with him a deep knowledge of Smart Cities Architecture which allows him to deliver complete solutions which include a People, Process and Technology component.