

International Conference

Protecting Purchasing Power: Taxation, Inflation and Investments in European Capital Markets



Speakers' Booklet

Getting to Know Our Speakers



Florian Beckermann

Executive Director, the Austrian Shareholder Association (IVA)

Florian Beckermann is the Executive Director of the Austrian Shareholder Association (IVA), an organisation to which he has been an active member since 2009. He is also a Board Member at BETTER FINANCE, ESMA's Investor Protection Standing Committee (IPSC), the World Federation of Investors Council (WFIC) and a Supervisory Board Member of oekostrom AG. As a distinguished economist and legal expert, Florian has extensive experience in investor advocacy and corporate governance. He is part of the standing working council of the Republic of Austria on Corporate Governance. His professional journey includes serving as Managing Director of various companies, a Supervisory Board Member and an Associate Professor at the IMC University of Applied Sciences Krems. Florian is certified by the Yale School of Management in Leadership in Economics and Politics, he is an ESG-Analyst (CESGA), and he also holds a degree in law from the University of Bonn, a degree in economics from Fernuniversität Hagen and a postgraduate Master in International tax law from Wirtschaftsuniversität Wien.



Vilhjálmur Bjarnason

Economist, Associate Professor Emeritus University of Iceland, Former Member of the Icelandic Parliament

Vilhjálmur Bjarnason is an Economist, associate professor emeritus of the University of Iceland, and former Member of Parliament in Iceland. He served as a Member of Parliament for the South West constituency from 2013 to 2017, sitting on the Economic Affairs and Commerce Committee, the Foreign Affairs Committee, and the Icelandic section of the EFTA and EEA Parliamentary Committee. For the past 11 years, Vilhjálmur has been writing for Morgunblaðid Newspaper. He was Executive Director of the Investors' Association from 2007 to 2014, having served on its board from 2000. He has held board and advisory roles across a range of public institutions, including the National Museum Council, the Research Fund of the Cancer Society of Iceland, and the State Ownership Foundation. He has held senior roles across Iceland's financial sector, including at the National Economic Institute, Statistics Iceland, and the Central Bank of Iceland, with earlier experience in branch management and securities markets. He was a lecturer at the University of Iceland's Faculty of Business and Economics from 1998 to 2009, subsequently becoming an assistant professor. Vilhjálmur holds a degree in economics from the University of Iceland and an MBA from Rutgers University in New Jersey.



Magnús Harðarson

CEO, Nasdaq Iceland

Magnús Harðarson is the CEO of Nasdaq Iceland. He has been with Nasdaq since 2002, as Head of Trading and later as Head of Sales and Services. He served as Deputy President from 2011 to 2019, after which he was appointed President of Nasdaq Iceland. Before joining Nasdaq Iceland, then Iceland Stock Exchange, he was an Economist at the National Economic Institute of Iceland and an independent financial adviser. Magnus holds a PhD degree in Economics from Yale University.

Getting to Know Our Speakers



Bolli Héðinsson

Chairman of the Iceland Savers Association, Chairman of the Supervisory Board of the Central Bank of Iceland

Bolli Héðinsson is currently the Chairman of the Supervisory Board of the Central Bank of Iceland. He is also the Chairman of the Icelandic Savers Association, a founding member of BETTER FINANCE, in which capacity he has served as a Board Member of BETTER FINANCE several times. Bolli's main occupation during his career has been financial consulting. He has worked as an economist for a trade union, an economic advisor to the government, a career in banking as well as teaching at universities in Iceland. Following graduation from Gymnasium in Reykjavík, Bolli studied German at the Westfälische Wilhelms University in Münster and Ludwig-Maximilians University in München. After returning to Iceland, he graduated as Candidata Oeconomices in Economics from the University of Iceland, and later he did his MBA at the Simon School in the University of Rochester, NY.



Daði Már Kristófersson

Minister of Finance and Economic Affairs, Iceland

Daði Már Kristófersson has served as Minister of Finance and Economic Affairs of Iceland since December 2024. He is Vice-Chair of Viðreisn and previously served as an alternate Member of Parliament during the 2021–2024 parliamentary term. In the past, he was Professor of Economics at the University of Iceland from 2016, having joined the Faculty of Economics as a lecturer in 2009 and rising to associate professor before his appointment to the chair. He also served as Dean of the School of Social Sciences from 2013 to 2020. Earlier in his career, he worked as a specialist at the Institute of Economic Studies at the University of Iceland from 2007. Daði holds an MS in Environmental and Resource Economics and a PhD in Economics, both from the Norwegian University of Life Sciences.



Aleksandra Maczyńska

Managing Director, BETTER FINANCE

Aleksandra Maczyńska is the Managing Director at BETTER FINANCE. Before joining BETTER FINANCE, she was the Deputy Director at the Polish Consumer and Competition Watchdog, Robert Bosch Foundation Fellow for Young Public Sector Executives, she worked in the division for the World Bank, the IMF, Debt Issues, and International Finance Structure at the German Federal Ministry for Economic Cooperation and Development. Throughout her career, she has been part of various working parties and advisory groups across EU institutions. Aleksandra holds a Master's in international economics from the Poznan University of Economics and Business and a Master's in project management from SGH Warsaw School of Economics.

Getting to Know Our Speakers



Nicolas Pinaud

Deputy Director for Financial and Enterprise Affairs, OECD

Nicolas Pinaud is Deputy Director of the Directorate for Financial and Enterprise Affairs at the OECD, a position he has held since 2022. He leads the Directorate's infrastructure work and oversees its communications function. He serves as the OECD's head of delegation to the G20 Infrastructure Working Group, the G20 Anti-Corruption Working Group, and the Financial Action Task Force (FATF). Nicolas joined the OECD in 2002 and has held a series of senior roles, including OECD Sherpa to the G7 and G20, Head and Deputy Head of the Sherpa Office and Global Governance Unit, and Adviser to the Secretary-General. Prior to joining the OECD, he was a country-risk analyst at Société Générale Group. He holds a Masters in Development Economics, a Masters in Political Science, and a Masters in History from the University of Paris-1-Sorbonne.



Guillaume Prache

President, BETTER FINANCE

Guillaume Prache is President of BETTER FINANCE, the European Federation of Investors and Financial Services Users. He is also the President of FAIDER, the French Federation of Independent Associations for the Defense of Retirement Savers. For over a decade, Guillaume has been one of the experts representing financial services users at various advisory boards at the European Commission and European Supervisory Authorities. Currently he sits at the ESMA's Securities and Markets Stakeholder Group. Guillaume started as a magistrate at the French Court of Auditors and has an extended and international experience in financial matters, most recently as Chief Financial Officer of Rhône-Poulenc Rorer, Inc., a "Fortune 500" publicly-listed pharmaceutical company (today Sanofi) from 1997 to 2000, and then as Managing Director of the European affiliate of the Vanguard Group, Inc., a global leader in asset management, from 2000 to 2006. He has taught asset management for the CIWM (Certified International Wealth Manager) program and wrote two books (Politique économique contemporaine in 1989, Les Scandales de l'épargne retraite in 2008) and various articles on economics and finance.



Thank you for joining us!

Connect with us:



betterfinance.substack.com



[@betterfinance4all](https://www.linkedin.com/company/betterfinance4all)



[@Better_Finance](https://twitter.com/Better_Finance)



[@BetterFinance4all](https://www.facebook.com/BetterFinance4all)



[@betterfinance](https://www.instagram.com/betterfinance)



[@betterfinance.bsky.social](https://bsky.app/profile/betterfinance.bsky.social)

