

# Erika Piirmets



After living and working abroad, Erika Piirmets has grown to value the perks of living in a digital society that facilitates everyday life. Erika believes in equity and accessibility of government services for every citizen through the best user experience. Having contributed previously to education and youth work, Erika is a strong advocate of automatism and proactive services so that people can focus on what matters — interpersonal communication, both professionally and in private — rather than engaging in bureaucracy.

As the Digital Transformation Adviser at the e-Estonia Briefing Centre, Erika's objective is to support spreading the Estonian digitalisation experience and creating bridges to form a network of interconnected digital societies based on decades of Estonia's know-how.

E-Estonia Briefing Centre is a governmental body created in 2009 for the development and promotion of e-Estonia brand. Estonia is the world leader in digitalisation of government services.

## Education

Organization Behaviour, MA  
Tallinn University, Estonia

Information Science, BA  
Tallinn University, Estonia

## Topic of Focus

eID, interoperability,  
entrepreneurship and finance,  
start-ups, e-education, digital  
transformation management,  
inclusion.

## Languages

English, Estonian, Spanish

## Featured in

Podcast host of [The Art of Digitalisation](#)

Frequent Speaker on IMD's  
Executive MBA's study trips to  
Estonia

Lecturer at Oxford Saïd Business  
School, session about Building an  
AI-Powered digital government  
on Estonia's example

Euronews [interview on i-voting](#)

Lov&Data [expert feature on interoperability framework X-Road](#)

The Recursive [interview on Unicorns](#)

Nordinc Fintech Magazine [interview on transforming a nation](#)

Finreport [interview on digitalisation and leadership](#)

