

Anna Píperal



Anna is a professional in branding and marketing, as well as an inspirational speaker. She has been involved in the e-Estonia and e-governance and ICT export related marketing activities for over 7 years and is currently holding a Managing Director's position at the e-Estonia Showroom - an executive briefing center and an innovation hub. The Showroom is part of the Estonian government established institution Enterprise Estonia, which is dealing with entrepreneurship, investments, tourism development. Previously Anna has also been responsible for government relations, working for cyber security company Guardtime - developers of the blockchain technology.

Having public administration, technology governance and cyber security background, Anna is dealing with e-Estonia brand building and communication, leading Showroom activities and helping other countries choose the transformation path. Inspired by technology and innovation, she is also the Estonian national expert for World Summit Awards, choosing and validating the best Estonian startups for the contest.

Education:

Public Administration, Tallinn
University of Technology, BA.

Technology governance, Tallinn
University of Technology, MA.

Marketing Institute, Tallinn.

Specialities:

e-Governance, ICT, cyber security,
branding and marketing, public
speaking, project management,
relationship building and networking,
business communication,
sales, client service.

Languages:

Anna is fluent in
Estonian, English
and Russian.