

Meet the speakers of **Xylem Aqua Forum**



📍 Hall B1. Booth 150

**Monday
May 13th**

9:30

Xylem Watermark volunteering stories



Carla Lotto

*Watermark Lead /
Marketing Manager
Campaigns at Xylem
Europe*

Carla Lotto is a marketing professional with 20+ years experience in companies of the watch-making industry, services and the water technology sector. In addition to her primary job, she has been recognized for the increasing commitment to sustainability and corporate social responsibility subjects. Over the years she has specialized in the organization of marketing programs and events designed to feature social value generation along with economic value. Carla finds inspiration in nature, sports, and experiencing different cultures.

Carla Lotto



Igor Catran

*Director of
Communication,
Xylem Europe*

Igor is a PR and communications specialist with over a decade of experience in both corporate and government advisory roles. His expertise lies in developing and executing international positioning campaigns for nations, corporations, and high-net-worth individuals to enhance and manage their reputations.

His passion lies in driving real change through strategic insights, storytelling, and creative thinking to deliver targeted communications that resonate with both internal and external audiences. As a Director of Communications at Xylem (XYL:NYSE), he's responsible for developing and executing the company's communications strategy in Europe. He focuses on strengthening the brand, driving employee engagement, and building thought leadership in the industry.

Igor Catran

**Monday
May 13th**

11:00

Avoid water loss, maintain critical pipelines



Eric Toffin

Global Product Manager,
Xylem

Eric Toffin is the Global Product Manager for Metallic Pipeline Solutions at Xylem. A Mechanical Engineer by training with 14 years of technology development experience, he is now responsible for understanding client problems, providing deep product expertise, and developing service solutions for the management of metallic water transmission pipelines. Based in San Francisco, Eric has been involved in condition assessment projects with water authorities throughout North America and Internationally.

Eric Toffin

**Monday
May 13th**

14:00

Innovation is moving
forward



Jens Scheideler

Director Product
Management, Xylem

Jens Scheideler is the Director for Flygt's Mixer offering, driving the strategy and roadmap for our portfolio to bring world class mixing solutions to the market, that will help our customers to solve their challenges and needs when it comes to active mixing.

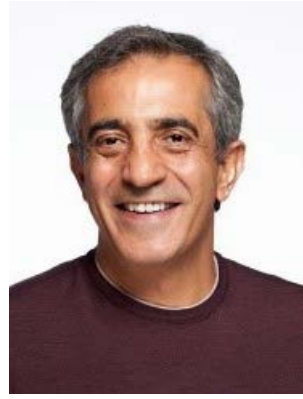
Jens is a state certified chemical engineer and has started his career with the company in 2002. During the last 21 years Jens was responsible to develop and sell treatment solutions based on ozone, UV-light, Advanced Oxidation Processes and filtration for water reuse and emerging contaminant removal. Jens also incubated a novel filtration technology within Xylem, driving it's commercialization and further development while creating the first full scale references in the market.

Jens Scheideler

**Tuesday
May 14th**

9:30

Bringing water to communities



Hayati Yarkadas

SVP and President -
Xylem Europe

Hayati Yarkadas leads Xylem Europe, with responsibility for all Xylem businesses in the region. He also leads the company's global Water Infrastructure business, bringing together all aspects of Xylem's Dewatering, Transport, and Treatment businesses - including Xylem's market-leading Flygt and Godwin brands in the municipal and industrial wastewater markets. With 25+ years of general management and commercial experience, Hayati previously held leadership roles at materials company Trinseo and global food business Tate and Lyle.

Hayati is also a passionate advocate for Diversity, Equity and Inclusion, including serving as the Global Champion for DE&I at Xylem. The father of two daughters, he is an avid proponent of empowering women in Science, Technology, Engineering, and Mathematics (STEM).

Hayati lives Xylem's commitment to solving water, by frequently volunteering with Xylem's corporate social responsibility program Watermark, including recently participating in a trip to Cambodia where he joined forces with colleagues, customers, and Xylem partner Planet Water Foundation to tackle water scarcity and improve hygiene education in rural communities.

Hayati's academic credentials include an MBA from Imperial College Business School, University of London, and Mechanical Engineering degrees from Istanbul Technical University. His global perspective, cultivated through living and working in five countries on three continents, enriches his leadership and sense of social responsibility.

Hayati Yarkadas



Daniel Flock

Founder, Alpengarnelen

After completing training as a designer and subsequently working as a project manager for technical designs, in 2015 Daniel has developed the idea to sustainably breed shrimp in Austria using a recirculating aquaculture system. This vision led to the founding of Alpenaquafarm Tirol GmbH and the brand Alpengarnelen in 2017. In 2022, Daniel has expanded his entrepreneurship by founding the brand Alpenwels, deepening his expertise and commitment to sustainable aquaculture.

Daniel Flock

**Tuesday
May 14th**

11:00

Partnership for a lifetime
with public utilities
presented by Scottish Water



Nathan Wield

Wastewater Area
Manager, West of
Scotland

Over the 12 years with Scottish Water, I have also been involved in frontline customer delivery and wastewater, leading teams and pursuing improvements through change and innovation. I currently have responsibility for all Wastewater treatment and pumping assets in the West of Scotland, and a enthusiasm for improving the way we do things and leading wastewater into the new technological era. I am the business lead for the Wastewater Exemplar pumping station's which, along with Xylem, will transform our ability to operate and manage our biggest pumping assets across Scotland.

Nathan Wield








Alan Black

Sales Manager, Scotland

Having previously worked in a marine engineering environment, before studying Sports Engineering at Strathclyde University, my passion for collaborating with multi-discipline teams allowed me to pursue a career in the water industry. In my 10 x years at Xylem I have embraced our product innovations, driving me to link pump solutions in the digital transformation sector while joining forces with our partners at Scottish Water, to contribute towards our respective sustainability goals in the wastewater environment.

Alan Black

<p>Tuesday May 14th</p> <p>14:00</p>	<p>Klimaresiliente Trinkwasserversorgung in der Region Trier / Westeifel</p>	 <p>Gunnar Brüggmann</p> <p>Director Business Development Xylem Vue</p>	<p>Gunnar Brüggmann leads business development for Xylem Vue for Germany, Austria and Switzerland. As an industrial engineer, he started his career in mechanical engineering before he realized the importance of water as a resource through stays abroad. His passion now is, in partnership with operators, to solve the major problems in the water cycle with the help of innovative technologies and digitalization.</p> <p>in Gunnar Brüggmann</p>
		 <p>Helfried Welsch</p> <p>Prokurist der SWT AöR</p>	<p>Helfried Welsch heads the regional development department at SWT Bäder GmbH. His goal: In addition to the targeted expansion and integration of green renewable energy (wind, PV and biomethane), he believes that a climate-resilient drinking water supply is fundamentally important for a liveable and prosperous region. In addition, the 53-year-old has been responsible for the further development of the supply infrastructure in the Eifel district of Bitburg-Prüm as board member of the Eifel municipal network since December 2014 and as board spokesman for Landwerke Eifel AöR since July 2021. The chemical engineer with a focus on process engineering, together with Arndt Müller, played a key role in the founding and development of KNE and LWE and developed the “West Eifel Regional Network System” project. The Trier native is married, has three children and lives with his family in the Olevig district of Trier.</p> <p>in Helfried Welsch</p>
<p>Tuesday May 14th</p> <p>16:00</p>	<p>EU directives on water reuse</p>	 <p>Tania Pentcheva</p> <p>Director Europe Government and Industry Relations, Xylem</p>	<p>Tania Pentcheva is heading Europe’s Government and Industry Relations at Xylem. Prior to joining Xylem in 2021, Tania has been providing strategic EU government relations advice to companies and trade associations at leading consultancy firms in Brussels. She began her career working for a major political group at the European Parliament and for an environmental NGO.</p> <p>in Tania Pentcheva</p>
<p>Wednesday May 15th</p> <p>9:30</p>	<p>N-Technologie im Einsatz bei der Mittelmärkischen Wasser- und Abwasser GmbH (MWA) in Brandenburg</p>	 <p>Ralf Kemmesies</p> <p>Strategic Business Development Manager, Xylem</p>	<p>Ralf has over 30 years of experience in the water and wastewater business. He has fulfilled various management positions. Currently he works at Xylem as Strategic Business Development Manager Wastewater.</p> <p>in Ralf Kemmesies</p>
		 <p>Bernd Zindel</p>	<p>Bernd has worked in the water industry since 1986. From 1994 he has fulfilled the position of foreman for the wastewater sector at Mittelmärkische Wasser-und Abwasser GmbH.</p> <p>In his following role he has headed the department for wastewater disposal operations until 2022, when he took over the Technology and Production division, specializing in strategy and project support. His extensive professional career has lasted nearly 40 years until his retirement in 2024.</p>

**Wednesday
May 15th**

11:00

The Race to Net Zero: Meet the utilities paving a pragmatic path to decarbonization



Alexis de Kerchove

Europe Client
Sustainability Leader,
Xylem

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Alexis de Kerchove



Nathan Wield

Wastewater Area
Manager, West of
Scotland

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Nathan Wield



Andreu Fargas Marques

Smart Water Leader.
Innovation, Technology
and Energy Manager
at Consorci Aigues de
Tarragona

Andreu Fargas Marquès



Dr. Dieter Thöle

Abteilungsleiter
Betriebstechnik beim
Ruhrverband

Dieter Thöle

**Wednesday
May 15th**

14:00

Biological buzzwords:
Intensification, Recovery,
& Net-zero



Georgina Schaefer

Product Management
Director, Xylem

Georgina Schaefer is the Director of Product Management for Wastewater at Xylem, a global leader in water solutions. Georgina has over a decade of experience in the water industry working with specialty chemicals, equipment, & services. She has held several leadership roles in engineering, manufacturing, and product management working across both the industrial and municipal markets. Georgina is passionate about driving innovation and advancing sustainability in water solutions.

Georgina Schaefer

**Wednesday
May 15th**

16:00

Wiederverwendetes Wasser – Ängste und Fakten



Swetlana Schölzel

Schölzel Consulting

Swetlana Schölzel



Ulf Mieke

Head of Process
Innovation,
Kompetenzzentrum
Wasser Berlin

Ulf Mieke

**Thursday
May 16th**

9:30

Embracing the 'S' in ESG:
How to Advance Diversity and Inclusion in the Water Sector



Wendy Francken

President, European Water Association,
Managing Director, Vlario

Wendy Francken is a highly qualified leader with a Bachelor degree in Commercial Sciences and OpenBordersMBA. Following 7 extensive years of project management at Vlario (The Flemish water association counting over 460 member organisations), in 2007 Wendy took over the Managing Director role of the association. In addition Wendy has been elected to President of the European Water Association (EWA), the major professional associations in Europe that covers the whole water sector, wastewater as well as drinking water and water related waste. EWA has member associations from nearly all European countries.

[in](#) Wendy Francken



Roxana Marin

Vice President, Xylem Central & Nordics, Xylem

Roxana leads Xylem's commercial operations in the DACH countries, Scandinavia and Netherlands. She is a strategic thinker, people focused, entrepreneurial, adaptable leader with successful track record of integral business transformations with multicultural teams. Roxana has 20 years of international experience in sales, production, logistics, Health & Safety, strategy development, M&As, project management and people development in Romania, Switzerland, Central America, Eastern Europe, mostly in the construction industry. She has graduated Business Administration in English at the Academy of Economic Studies Bucharest, Romania and holds a Certificate of European Studies of Trier University, Germany. She is a strong advocate for education and diversity and inclusion as sources of higher and more sustainable performance for any organization, convinced that if a (still) young Romanian woman has managed to grow in her career and personal life across continents, then any person can and should take all opportunities.

[in](#) Roxana Marin



Dr. Judit Lovas

EU DEI Coordinator,
Xylem

is a legal professional and international expert in Diversity, Equity, and Inclusion (DE&I). Transitioning from a successful career in law, Judit redirected her focus to corporate DE&I, driven by a passion for improving work opportunities for future generations of women and other marginalized groups. Immersed in the field, she honed her expertise through both study and practice in Canada. Her dedication and expertise led to the development of impactful DE&I programs for various businesses and government organizations.

Today, Judit continues to make significant contributions as a DE&I specialist in Xylem, leveraging her unique blend of legal background and deep understanding of DE&I knowledge to foster an inclusive workplace culture and promote DE&I across our organization and the communities we serve.

[in](#) Dr. Judit Lovas

**Thursday
May 16th**

11:00

A Dose of Disinfection- Enhancing quality and sustainability in Industrial water treatment



Vianayak Subramanyam

Sr. Director, Industrial Vertical Market & Business Development,
Xylem

Vinayak "Vin" Subramanyam leads Xylem's Industrial vertical marketing and business development activities which includes the Aquaculture, Power and Biogas Centers of Excellence (CoEs). As part of this role, he is responsible for driving profitable growth through strategic initiatives in the Industrial end market with a specific focus on the above segments.

He joined Xylem in 2017 and is based out of Xylem Europe's HQ in Schaffhausen, Switzerland. He is passionate about industrial water and enabling various industries to operate more sustainably by optimizing their water and energy use.

Prior to joining Xylem, Vinayak held multiple roles in pricing, key account management and strategy at Pentair and Tyco in Houston, Texas. Vin graduated from Texas A&M University with Master's degrees in mechanical engineering and marketing.

[in](#) Vinayak Subramanyam



James Leigh

Business Development Manager,
Xylem

[in](#) James Leigh

**Thursday
May 16th**

14:00

Making sense of digital transformation:
A playbook from the field



Jorge Helmbrecht

Business Development
Director, Idrica

Jorge Helmbrecht has a degree in Civil Engineering and a Diploma of Advanced Studies in Hydraulic Engineering from the Universitat Politècnica de Catalunya. He also holds a Master's degree in Water Resources from the National University of Cordoba. His professional career spans more than two decades in the areas of water resources, water engineering and international consultancy, and he has extensive experience in digital business development in the water sector. Some of his previous positions include Head of Surface Hydrology at the Catalan Water Agency, co-founder and Product Manager at the consultancy firm Water Idea, S.A., and Director of the intelligent software company WatEner (Inclam Group). Currently, Jorge is Business Development Director at Idrica, a leading company specializing in water cycle management which unlocks the value of water technology to accelerate digital transformation in utilities.

Jorge Helmbrecht



Joost Aloserij

Director Business
Development Xylem Vue

Jost Aloserij

**Thursday
May 16th**

16:00

Wasserwieder-
verwendung in
Deutschland



Florian Hauhs

Project Management
Officer, Xylem

Florian Hauhs holds an Engineering Masters degree from the University of Clausthal. He has extensive experience in large-scale projects' management. At Xylem besides his responsibilities as Project Manager for Xylem for Digital, R&D and New-Technology Projects he takes part in the R&D reuse project "DigiWave" in Bad Oeynhausen.

Florian Hauhs

Explore
the full
agenda

