



“Creating and Managing a Knowledge Economy”

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هيئة آل مكتوم الخيرية
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H.H. Sheikh Ahmed Bin Saeed Al Maktoum



Dr. Anne Kemp

Head of Atkins Geospatial
Associate Director and Head of Business – Atkins Geospatial
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Biography

Dr. Anne Kemp, Ph.D., B.Sc. (Hons)

Dr. Anne Kemp is an Associate Director, and Head of Atkins Geospatial, and has 20 years experience of GIS and environmental modelling. Her career commenced with post doctoral research at Bristol University. She has since held positions at BARNUS (a Brown and Root affiliated environmental consultancy), and RSK Environment Limited, where she was a Director for five years, managing large GIS projects for Shell UK, and OPA, and EIA projects for MOD and Statoil.

Anne has been at Atkins for 12 years, where she first introduced GIS to the business, and has acted as advisor to a wide range of projects, ranging from contaminated land to large data management projects. During the last two

years, the size of the Geospatial business has increased from 15 to 65 staff under Anne's direction, and key contracts have been won with Metronet, the Joint Research Council, Olympics Delivery Authority, The Environment Agency and The European Environment Agency

About Keynote Address

"The challenges of rolling out advanced technology: Don't forget the people!"

Abstract: It can be very easy to get caught up in the excitements and technical details of the latest technology. But what about the end-user? Have you considered what is driving the development – the technology or the applications it will serve?

In large and diverse organisations, attitude to change can be a key barrier to the success of the technology. The approach to overcoming this can be as crucial as spotting and investing in innovative technologies/approaches. Forget the people and implementation is likely to falter, and even fail. This presentation will consider the pitfalls of rolling out advanced technologies and offer some food for thought.

