

UPF and IAPED UK: Building Trust in a Digital Age - Blockchain, AI, and Cyber Security

Robin Marsh
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International Association for Peace and Economic Development and Universal Peace Federation – UK

Register at this link square.link/u/ZVh00x0Z or scan the QR code:

6:00 pm, Wednesday, 22 October 2025

43 Lancaster Gate, London W2 3NA

The **International Association for Peace and Economic Development (IAED-UK)**, an initiative of the **Universal Peace Federation (UPF-UK)**, warmly invites you to an evening of expert insights and discussion on how technology can strengthen trust, transparency, and security in today's rapidly evolving digital world.

Join industry pioneers as they explore how AI, blockchain, and cybersecurity are reshaping business leadership, innovation, and ethics in the 21st century.

Speakers include:

James Pyne, Founder and Lead Engineer, [Pala](#) *AI as a Trusted Co-pilot: A Practical Guide for Leaders*

Sam Sharma, Visionary AI and Digital Transformation Consultant, [Elevate AI Tech](#) *AI-First Businesses: The Future of Intelligent Startups*

Phillip Franklin, Managing Director, [Obsys Ltd](#) *From Data to Decisions: Using AI to Work Smarter, Not Harder*

Julian Fox, CEO and Founder, [Techrelate](#) *Securing Your Digital Identity Online*

Lavinia D. Osbourne, Founder and CEO of [Women in Blockchain Talks](#) *Blockchain Technology and The Future of Work*

Chair: Kostas Kapelas, IAED-UK

Through real-world examples and thought-provoking insights, this IAED evening will explore how technology can be harnessed to serve people, communities, and peace.

Hosted by:

Universal Peace Federation – UK

A Global Network of Peacebuilders

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Charity No. 1185412

UPF is an NGO in General Consultative Status with the Economic and Social Council of the UN

Speakers Biographies:

James Pyne, Founder and Lead Engineer, [Pala](#) *AI as a Trusted Co-pilot: A Practical Guide for Leaders*

James Pyne is the founder of Pala, a social impact software studio that partners with socially conscious organisations to tackle major environmental and social challenges. As Pala's lead engineer, he has spearheaded AI-driven projects for leading institutions including Google DeepMind, The Crown Estate, and Nesta. His expertise in applied AI is built on a foundation of machine learning research at organisations like CERN while completing his Masters in Physics at UCL, where his work on the ATLAS experiment contributed to the discovery of a new production channel for the Higgs boson.

Sam Sharma, Visionary AI and Digital Transformation Consultant, [Elevate AI Tech](#) *AI-First Businesses: The Future of Intelligent Startups*

Sam Sharma, is a visionary AI and Digital Transformation Consultant with over 20 years of global experience helping leaders simplify complexity and unlock new growth through technology. From his roots in Tier 1 banking to founding successful consultancies in the UK and US, Sam has guided countless businesses to move faster, work smarter, and future-proof their operations. Sam believes AI isn't just about automation, it's about amplifying human potential by keeping AI at the heart of the businesses. Today, he'll share practical insights on how leaders should leverage AI as the core and not just as an add on tool in order to create time, clarity, and momentum. Get ready to be inspired to lead your business into the future with confidence.

Phillip Franklin, Managing Director, [Obsys Ltd](#) *From Data to Decisions: Using AI to Work Smarter, Not Harder*

Phillip Franklin has been designing and building bespoke software applications for over 40 years. Key to that is always to keep up with the latest technologies and tools, so the best solution can always be utilised. He specialises in getting a deep understanding of each businesses requirements, and then using his knowledge of the latest tools, working out a solution that works for everyone. Usually this starts by designing and modelling the system database. Then adding all the layers on top of that, using the appropriate tools for the tasks. By asking the right questions, issues are resolved before any code is written, so solutions written by Obsys tend to last for years, and require little support. He has been looking into AI and Machine learning for over 20 years and is excited by the latest advances in AI functionality. But, as with all new things, there are traps and issues to be avoided, so understanding these new tools is essential to avoid wasted time and money.

Julian Fox, CEO and Founder, [Techrelate](#) *Securing Your Digital Identity Online*

Julian Fox is the CEO and founder of Techrelate, a technology managed services provider based in London with over 16 years of experience helping businesses safeguard their digital systems and data. A seasoned IT manager and privacy advocate, Julian has dedicated his career to protecting organizations against cyber threats while making complex technology simple, secure, and effective for teams. Passionate about digital identity, encryption, and the human side of cybersecurity, Julian combines technical insight with a practical approach to managing risk in the modern workplace. Beyond Techrelate, he is an advocate for continuous personal growth and enjoys life as a sailor - always searching for fair winds, balance, and new perspectives.

Lavinia D. Osbourne, Founder and CEO of [Women in Blockchain Talks](#) *Blockchain Technology and The Future of Work*

Lavinia is a recognised agent for change, an entrepreneur right at the front of Blockchain technology development and a futurist for web3 and AI. Through her advocacy and internationally recognised work with WiBT, she has won and been nominated for numerous accolades including a LinkedIn Top Voice in Tech and Innovation. Passionate about bringing blockchain back to its egalitarian ideals of equal opportunity for all, Lavinia works tirelessly to break down barriers and open doors by raising up underrepresented voices.