

Alexandra Deschamps-Sonsino

work experience

- 2011 - present **Director of designswarm**
Consultancy services for innovation work across digital and physical products, public speaking & writing.
Clients include: ING Labs, UCL CASA, Bosch, Nominet R&D, BBC R&D, the European Commission, Intel, EDF, British Gas, Innovate UK, Department of International Development, P&G, Braun, Mozilla, advertising agencies and others cultural institutions.
- 2011 - present **Organiser & curator of London Internet of things Meetup**
Curation & organisation of the world's second largest dedicated meetup on this topic .(over 13K members).
- 2017, 2018, 2019 **Assessor at EIT (Digital & Fintech)**
Technical assessor for this yearly EUR 7M fund, helping the Board select worthy applicants.
- Oct 2018 - May 2019 **Bulb, Head of Labs**
In charge of innovation work and partnerships around electric vehicles, smart charging, battery technology and smart energy services. Lead a team of three and reported directly to the CEO. Bulb was named 'Fastest Growing UK Company of 2018' by Forbes.
- 2012 - 19 **Founder of Good Night Lamp**
Internet connected lamps for global friends and family using GSM technologies. Part of the permanent collection of the London Design Museum.
- 2011 - 13 **Partner at RIG London**
Account & project management for small design partnership in East London.
Clients included: Nokia Advanced Labs, British Film Institute, Starling.tv, Hiut Jeans.
- 2007 - 10 **CEO & co-founder Tinker London**
First distributor of the Arduino platform in the UK.
Design studio with 12 staff, running research projects, interactive installations & corporate team building workshops for clients like BT, EDF R&D, BBC, Evening Standard, Wired US, Arup, National Geographic. Two projects are part of the permanent collection at the MoMa in New York.

education

- 2004-06 **Masters Certificate in Interaction Design**
Interaction Design Institute Ivrea, Italy (now defunct)
- 2000-04 **B.A. Sp. Industrial Design**
Université de Montréal, Canada

public speaking

A full list of talks since 2007 is available at designswarm.com/speaking.
Represented by the London Speaker Bureau since 2015.

publications

- Sept 2018 **'Smarter Homes: how technology has changed your home life'**,
Apress.

industry recognition

- Board of advisors of Virt-EU project (2017-present)
- Judge on Braun Prize (2018)
- Computer Weekly's Most Influential Women in Tech in the UK longlist (2017, 2018 & 2019).
- 1st in a list of 100 Internet of Things Influencers (Postscapes, 2016)
- 2nd in Top 100 Internet of Things Thought Leaders (Onalytica, 2014)
- Top 100 Influential Tech Women on Twitter (Business Insider, 2014)

languages

- French (native)
- English (fluent)
- Italian (good)
- German, Dutch, Japanese (beginners)