



## Baroness Martha Lane Fox

**Co-founder of Lastminute.com**

*"Martha Lane Fox has hit the two zeitgeist buttons: youth and internet." The Guardian*

Martha Lane Fox, a leading entrepreneur and champion of digital inclusion, is well-known as the co-founder of Lastminute.com. She is President of the British Chamber of Commerce and is the founder of Doteveryone.org.uk, a charity fighting for a fairer internet. Martha is also a crossbench peer in the House of Lords.

### TOPICS:

- Digital Marketing
- Innovation
- Global AI Governance
- Digital Entrepreneurship
- Dot Everyone
- Women as Digital Warriors

### IN DETAIL:

In 1998 Martha co-founded Europe's largest travel and leisure website lastminute.com with Brent Hoberman and sold it in 2005 for £577 million. From 2009 to 2013 she was the UK's Digital Champion and helped to create the Government Digital Service. Martha was awarded a CBE in 2013 and at the age of 40 she was appointed the youngest female crossbench peer in the House of Lords. She was the Chancellor of the Open University and in 2016 was appointed non-executive Director for Twitter.

### WHAT SHE OFFERS YOU:

### LANGUAGES:

She presents in English.

Martha's presentations outline the keys to digital entrepreneurial success, focusing on customer service and value. She serves as a role model not only in business but also in society.

### HOW SHE PRESENTS:

With a charismatic and engaging personality combined with her inimitable style of management, Martha's presentations are highly enjoyable and always informative.