

## Elena Corchero

Founder & CEO of Room One

Elena Corchero's approach to innovation is allowing brands to better engage with the growing segment of smart and responsible consumers as well as generating award winning experiences through product development. Elena is the Founder & CEO of Room One - a Design & Technology Lab merging AI, IoT, VR under one room to explore what it means to be human. She has worked on projects with Ericsson, Unilever, Tate Modern and more. As the founder and director of Lost Values Elena has developed unique problem solving tools and workshops that focus on strengthening the emotional value and bond we experience with the products we consume and the people we share moments with. Her vast and constantly updated knowledge on the social impact of new technologies, materials and biology research allow her clients to study how projects can be long lasting and meaningful alongside challenging future scenarios.

Elena is a former MIT Media Lab Europe Research Associate and holds a Masters in Material Futures from Central Saint Martins College in London. Her work brings science closer to people through every day products while promoting local manufacture, environmental awareness and ensuring gender equality when it comes to understanding technology. She is a world-class expert on smart materials and wearable technologies, and holds over a dozen of awards including 2nd most disruptive business by Duke of York initiative "Pitch@Palace" as well as UK's 2015 top 3 innovators of the year women in tech. She has also worked as London Olympics, Hugo Boss, Guinness and Cadbury. Elena teaches and gives talks internationally for renowned universities and institutions including TED.

In the last 3 years Elena has been closely working with high profile clients such as London Olympics, BBC, British Council, Hugo Boss, Smirnoff, Cadbury and Seat. Most recently she has joined Omnicom's Agency Drum in London to set up an experimental lab in house called "THE HIVE – Making tomorrow"; a space for concept prototyping where strategist, designers, and clients come together to experience and understand technology first hand.

Elena has come a long way from growing up in Canary Islands, Spain, where she initially studied law due to family wish and then learnt to listen and trust her inner voice and pursue a career as a product designer in Germany where she was first exposed to technology giving her the confidence to apply to start research on wearable design at MIT where she gained knowledge of electronics, programming and circuitry design.

Developing multidisciplinary collaborations has since then been the key to her approach and inspirational vision, which she is keen to transfer through talks and workshops as well as volunteering to help entrepreneurial teenagers grow their confidence as entrepreneurs that can influence change.

Elena gives presentations in both English and Spanish and she can also maintain conversations and discussions in German. She has been a TEDx speaker in UK, and delivered presentations for various organisations worldwide such as Julius Baer in Zurich, Manufacturing Alliance in China, Science Museum in Boston, and more.