Elena Corchero

Director of Emerging Tech @DowJones Live, Awarded Innovator, #YoSTEAM Educator

EMPOWERING SMART CONSUMERISM FOR A STRONGER ECONOMY. Elena Corchero immerses the audience in an interactive experience showcasing innovative products and concepts that help us understand the key role that both designers and investors play in the quest for a more meaningful world. What are the core values driving consumers? Why do traditional handcrafts coexist today with humanless production lines led by Internet of Things (IoT) and Artificial Intelligence (AI)? This presentation shows Elena's unique approach to finding the right questions, a thought process that has earned her multiple international awards and clients.

WEARABLE FUTURES AND THE INTERNET OF "THOUGHTS". Elena takes the audience through a surprising journey discovering that we all since birth have been wearing sophisticated technologies. Understanding and observing this evolution helps the unpredictable become obvious when examining the future of wearable technology, prosthetics and implants. From our fingertips to our brain she turns the "T" of Internet of Things (IoT) into the Internet of "Thoughts"

WOMEN IN TECH MEANS BUSINESS. Elena's unique approach to inspire girls and women pursue a career in Science, Technology, Engineering, Arts, Mathematics (STEAM) starts with a very simple concept that she discovered when learning coding at the age of 12: That understanding tech meant career freedom. Later on she experienced that career freedom meant confidence and today, after growing her own company, she can add that confidence means business. This narrative, explained through her own life challenges and many more rewarding moments, easily connects with people building the confidence of the audience to follow their dreams and grow a tech savvy society.