



### Leesa Soulodre

Managing Partner and Chief  
Reputation Risk Officer, RL  
Expert Group  
Global Innovation Director,  
Inspirit IoT

Leesa has taught as an Adjunct in both Marketing and Corporate Communications on the MBA and Undergraduate programs of 3 esteemed Business Schools in Asia and Europe: Singapore Management University, Ecole Supérieure de Gestion and Mod'Art International.

From 2013-2014 she collaborated as an Adjunct Corporate Communications at the Lee Kong Chian School of Business, Singapore Management University. Her classes included Risk Issues and Crisis Management and Content Strategy for Creative Communications. In 2014 Leesa was recognised by the Singapore Management University Dean's Teaching Honours List - 1 of Top 10 SMU Adjuncts for her teaching of Risk Issues and Crisis Management.

An accomplished innovator and entrepreneur, Leesa Soulodre has 20 years experience leading technology and consulting companies from seed to \$14B USD into new markets. She has shared the exhilaration of 1 IPO, a number of exits and the hard knocks of lessons learned. Leesa holds 15 years of Digital Director and Board Advisory

experience in the not for profit, the academic and private sectors and has supported in the raising of over USD30M in seed to Series C investments. Today she leads as Innovation Director for Inspirit IoT, Inc and advises as an Expert on SME ICT Disruption and Innovation to the European Commission Research Agency and as Board Adviser/Director supports several of the world's most promising tech companies: PR Software firm, Prezly (BE), Miyaki (GoGames) (UAE), and analytics companies, Autoscout Inc, (IL, USA), Inspirit IoT (IL, USA), Who's Good (KR) and Fashion Match (KR).

She holds a Global Executive MBA from TRIUM (NYU, HEC and LSE), a Masters in Management (Marketing) (USQ) and Certificates in Sustainability Strategies (Harvard), Risk Management (Australian Graduate School of Management) and Technology Entrepreneurship (Stanford). She is a Certified Reputation Manager of the Reputation Institute.