

LONDON

& PARTNERS

MAYOR'S INTERNATIONAL
BUSINESS PROGRAMME

HR Technology Virtual Trade Mission to New York

13-14 May 2020



TaylorWessing

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SONSINI**



European Union
European Regional
Development Fund



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Welcome

I am delighted that some of London's most innovative HR technology companies will be exploring new business opportunities on this very special trade mission to New York, with the Mayor's International Business Programme.

This mission is the first in our new series of virtual trade missions, linking London scaleups to potential business partners right across Europe, China, India, and North America. I am thrilled that the programme is continuing to demonstrate creativity in global collaboration by finding new ways to connect in these unprecedented times.

The world has changed, and so too has the HR technology landscape. The pressure on HR systems and organisational processes is at an all-time high, as companies of all sizes have rapidly adapted to the changing world of remote work. With varied levels of digital maturity and complex organisational needs, it is more important than ever that HR professionals remain up to date with the latest employee engagement tools, HR platforms and training services – which all of our delegates provide so innovatively.

London and New York have always been, and will remain, global cities in trade.

New York State ranks as the world's 11th largest economy, with the city itself home to more Fortune 500 businesses than any other in North America. Its advancements in new technologies and proximity to innovation-hungry corporations make it a prime target for London tech firms.

Like New York, London is one of the world's leading tech hubs, with the largest tech ecosystem in Europe. Recognised as the 'Unicorn Capital of Europe', with 45 companies surpassing the \$1bn valuation mark, London is a thriving city from which our HR technology companies can scale.

The continued collaboration between these two great cities is a testament to our resilience in the face of adversity. I wish all the companies the very best of luck on this mission.



Laura Citron
Chief Executive, London & Partners



LONDON & PARTNERS

We are London's international trade, investment and promotion agency. It is our role to promote London internationally as a leading world city in which to visit, study, invest, grow and meet.

Our work helps achieve good growth for London and Londoners and has supported over 70,000 jobs since we were founded in 2011.

What we do:

- Foreign Direct Investment (FDI)
- Trade & Growth
- Business Tourism
- Major Events
- Leisure Tourism
- Higher Education & Talent
- London's global reputation

We focus proactively on the core markets, audiences and sectors who will bring good growth for London.

For more information, please see londonandpartners.com



The Mayor's International Business Programme

The Mayor's International Business Programme helps ambitious high-growth (scale-up) companies from London's technology, life sciences and urban sectors to expand their businesses internationally.

- Tailored to fit a company's specific international growth ambitions, this exclusive programme provides:
- One-to-one and one-to-many mentoring and ongoing guidance from entrepreneurs and business leaders
- Focused workshops and events that provide the opportunity to learn from expert advisers
- Live leads for specific business opportunities in North America, Europe, China and India
- The opportunity to join high-profile targeted trade missions led by our team of international business experts

For more information on the programme please visit gotogrow.london



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Meet the team



Fred Schmidt
Chief Representative for North America
 fschmidt@londonandpartners.com

We're delighted to host the HR Tech virtual trade mission. New York is home to decision makers and buyers at major companies across a range of industries and represents a key opportunity for you to scale and enter the US market.

This mission will provide the opportunity to network with local stakeholders, receive guidance on doing business here and to pitch to big name brands. Our content is designed to help you get started or take the next step in conquering New York and we look forward to seeing you here in-person in the near future!



Stephen Feline
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Alban Remy
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Amrit Kang
US Business Manager
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Meet our companies



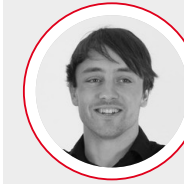
Tom Phillips
Head of
Partnerships



Cambridge Spark is a leader in transformational data science and AI education. Our pioneering programs are built on our learning platform, K.A.T.E.®, to accelerate the capability of individuals and organisations.

OUR OBJECTIVES

To expand the work we are doing in the US to empower organisations to achieve business goals by educating their current and future workforce in Data Science and AI. We want to understand business needs and how they approach training programmes for their staff.



Jack Hooper
Co-Founder & Chief
Product Officer



Doppel is a wristband shown in published trials to reduce stress and increase focus. Its natural effect works within moments whenever the wearer needs it, non-invasively and without distraction.

OUR OBJECTIVES

To expand our proposition in the US beyond the consumer market through partnerships with large employers and their wellbeing schemes. We want to understand the needs of different employers and their employees, particularly in the rapidly changing situation created by Covid-19. We'd also like to learn how to narrow our focus, best approach this market and hear from other businesses on how to successfully operate.



Emma Sinclair MBE
Co-Founder



EnterpriseAlumni is the market leader in alumni management software, powering intelligent alumni networks of the world's largest companies for competitive advantage. Customers like P&G, LinkedIn and Google leverage this vast, untapped resource as a source for recruitment, sales, establishing a global brand army and more. Covid amplified the demand for alumni networks; knowing people digitally is even more crucial.

OUR OBJECTIVES

To continue to grow our presence and brand awareness in North America. We currently have customers across the US - from Google and LinkedIn, to P&G and Refinitiv - but we are always keen to grow our professional network, potential customers, sources of advice and all the good things that come from great people getting together.



Nick Ross
CEO



Guider is revolutionising the way companies engage and develop their people through the world's first AI-powered mentoring and coaching platform, trusted by dozens of global brands from EY to LVMH.

OUR OBJECTIVES

To expand our proposition to the US through partnerships with corporate organisations. We are already working with two corporate US HQed organisations, although the vast majority are based in Europe. The trade mission will give us the opportunity to open an office in the US and a great foothold to expand.



Tom Price-Daniel
Chief Revenue Officer



High-volume recruitment without the headache. Headstart is an ATS that enables enterprises to streamline costs, reduce unconscious bias and hire for skills. Initially developed in collaboration with Accenture, we are now used globally by a range of clients looking to automate processes and ensure more diverse hiring.

OUR OBJECTIVES

To change the way recruiting is thought about in the US, putting potential above pedigree. With a small but growing number of US clients and a Ycombinator graduation under our belt, we see this trade mission as an excellent opportunity to continue our hunt for likeminded people and companies.



Nelson Sivalingam
CEO



HowNow helps organisations onboard, upskill and enable their people with on-demand access to relevant learning resources within the apps where they already work. The smart people development platform brings together people, skills and scattered learning into one searchable place. Using AI, HowNow connects the right person with the right learning to build business-critical skills at the speed of business.

OUR OBJECTIVES

To expand our offering to the US and build distribution partnerships with HR and digital transformation consultants.



Rajeeb Dey MBE
Founder & CEO



Learnerbly simplifies workplace learning. It helps businesses empower their employees to own their development through facilitating personal and team learning budgets, giving access to 150+ curated providers, and eliminating all the administration for HR through one invoice. Learnerbly is trusted by GoCardless, Treatwell, Curve, Revolut, IDEO, Freetrade and many others to power the development of their employees.

OUR OBJECTIVES

To partner with progressive US businesses and HR thought leaders who want to create a culture of learning and empower employees to own their own development journey. Given that we already work with leading UK HQed scaleups and enterprises with offices in the US, we're introducing USD currency support from July and looking to learn more about the US market and opportunities for Learnerbly to expand there.



Tuhin Chakraborty
CEO



Mimica uses Artificial Intelligence to help enterprises automate repetitive back office processes like onboarding, sourcing, and pre-employment verification. Mimica records the process, highlights the best opportunities for automation, and automatically generates a blueprint for the bot. It is used by automation teams globally across a number of different industries.

OUR OBJECTIVES

To spread the word about our technology and find businesses in the US that can benefit from it. We'd like to learn what you think about automation. What excites you? What concerns you?



Tim Perkins
Co-Founder



When you're in control of your money, you're in control of your life. You're happier, less anxious and more empowered. Nudge Global are improving the financial wellbeing of 1/2m people across the UK, Ireland, Spain and are now expanding beyond with a global solution.

OUR OBJECTIVES

To maximise the efficiency of our forthcoming expansion to the US by better understanding government / state support for newcomers, the biggest mistakes companies make when going into the US market, and the best way to penetrate the US market (e.g. partnership, physical office, acquisition).



Elena Sinel
Founder & CEO



Acorn Aspirations is a social enterprise. Through our cutting-edge curriculum, we aim to inspire young people aged 12 to 18 years to use AI and entrepreneurship for social good. We work with schools, corporates and governments as partners to further our mission to increase diversity and inclusion in artificial intelligence.

OUR OBJECTIVES

To identify corporates who are using technology in innovative ways and are keen to partner with us in our mission to bridge the STEM skills gap among 12-18 year olds in the US, and possibly globally. Since 2018 we have partnered with corporates like Microsoft and MasterCard to bring Teens in AI (an Acorn Aspirations initiative) and the pedagogical framework we have pioneered into New York, San Francisco and Seattle.



Gori Yahaya
CEO



From virtual live workshops, expert masterclasses and blended digital transformation programmes, UpSkill Digital empower people with mindset, skills and new ways of working. Through our partnerships with some of the world's best-known brands, we have upskilled over 200,000 people, with a 96% NPS score, closing the digital skills gap and transforming businesses worldwide.

OUR OBJECTIVES

To expand and bring our digital transformation programmes to the US market through localised blending learning and virtual training delivery. We have key clients such as Google, Bosch and Samsung, that we are supporting on a global scale and we hope to engage partners in New York (where some of our clients have key offices) with SME and multinational firms to help establish our large-scale workforce training, virtual and blended learning programs within the US market.



Frank Furnari
Founder & CEO



VRtuoso VR software enables any user to quickly and easily create and deliver real-time, guided, on / off-line, immersive VR business presentations and interactive training. You can also interact, moderate and control what the audience views on their headsets / smartphones. Capture and create your own VR content and use our rich VR training libraries.

OUR OBJECTIVES

To expand further our footprint by exploring opportunities with enterprise organisations. VRtuoso has a number of US clients in the East Coast such as Pfizer, Lacoste and Yoox Net-a-Porter. During the trade mission, we would like to meet learning and development directors and senior training managers, as well as network with potential partners.

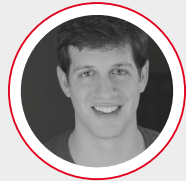


Meet our corporates & partners



Arielle Krattenstein
Talent Acquisition Practice Lead,
Analytics

Arielle is an experienced Talent Acquisition Leader with a demonstrated history of working in the advertising and research industries. She is skilled in full life-cycle recruitment, diversity & inclusion initiatives, negotiation, public speaking and event management. Arielle holds a BA in American Politics (Political Behaviour & Public Policy) from Ohio State University, a Masters in Human Resources and an HR Analytics Certificate from Cornell University. Residing in Hoboken, NJ with her husband Eric, daughter Noa and pup Charlie, Arielle enjoys practicing yoga, laughs at even the corniest jokes and can eat her body weight in falafel!



Matt Ludwig
Talent Acquisition Business Partner,
CRM

Matthew decided against a career path as a chef to join the industry of his dreams: media. He joined GroupM at the beginning of 2019 to manage the CRM for their Talent Acquisition department, but that was just the start. Today, he manages full-cycle recruitment marketing, ATS integrations, career websites, and everything in between. Sometimes he even surprises himself at how seamless he can transition from video editing to getting nerdy in spreadsheets. Some of his crowning achievements with GroupM (so far) have been hoisting trophies from MediaPost & Human Capital Institute awarded for innovative campaigns.



Michael Wright
Managing Partner, Talent
Acquisition

Michael is the Managing Partner, Talent Acquisition at GroupM, WPP's Media arm. He lives in Brooklyn and works in the 3 World Trade Center, probably the best real estate on the planet. A recent import to the US, he spent most of the 000s in Asia, where he was formerly known as 'Yue Lao' or 'Old Man of the Moonlight' - a legendary match-maker and fate-weaver from the legends of the Tang Dynasty. Michael has been a regular speaker on the global talent acquisition circuit, with experience at HR Tech EU and US, as well as Sourcing Summit Asia. Michael firmly believes that if he spends enough time around talented people, he'll eventually become talented himself.



Howard Wiener
Principle in Charge, US Tax London

Howard leads KPMG LLP's US tax practice based in London which serves the US tax needs of European-based investors, funds and multinational corporations, as well as US-headquartered companies operating in Europe. He advises on a variety of complex international tax matters, including acquisitions, restructurings, divestitures, financing and repatriation. He also specialises in the taxation of international treasury centres, foreign currency and cross-border financial products.

NYC / EDC



Youcif Almegaryaf
Strategic Business Development,
Economic Partnerships

Youcif manages business attraction and corporate engagement with an aim of bolstering the growth of NYC's traditional and emerging sectors, supporting NYCEDC's real estate investments, and furthering the city's inclusion strategy. Youcif is a development professional with wide-ranging economic, infrastructure, and business development experience. Prior to joining the NYCEDC, Youcif was an entrepreneur, launching three companies and was an Associate Director of the Libya Investment Authority's Infrastructure Fund. He holds a Master of Public Administration degree from Harvard University and a Bachelors in Marketing from Georgia State University.



Jim Mangione
Director, Emerging Technologies

Jim is Director of Emerging Technologies for Pfizer's Digital Innovation Lab. His team is responsible for researching new digital health technologies and connecting startups to open innovation challenges in support of delivering breakthroughs that change patients' lives. Technologies on their radar could range from diagnostic devices, advanced telemedicine and digital therapeutics to new channels of engagement with patients and providers. Through managing diverse teams of passionate individuals, Jim has been able to accelerate innovate projects such as virtual consults, wearables for chronic pain patients and even UAV drug delivery. In prior roles, Jim has been responsible for mobile & IoT application architecture, platform strategy and clinical trial solution development.



Andrew Oddo
Director, Early Stage Startups

Andrew leads Silicon Valley Bank's early-stage startup banking team in NYC, where he works hands-on with hundreds of founders to help them think through everything from go-to-market strategy, to fundraising efforts, banking, and beyond. Prior to his time at SVB, Andrew led the platform team at Bowery Capital and also led the Global VC Platform Community which is a group of 1000+ VC operating partners around the world.

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Daniel Glazer
Longon Office Managing Partner

Daniel is an American technology lawyer, strategic business advisor, and the founding partner of Wilson Sonsini's London office. Since the 2010 launch of the UK Government's 'Tech City' initiative, Dan has advised high-growth UK and other European technology and life sciences companies on raising US capital, expanding their businesses into US markets, and connecting with US investors, corporates, advisors, and other stakeholders.

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