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# SOPHIE BIALASZEWSKI

LONDON  
SPEAKER  
BUREAU

- Head of Innovation Culture, Events & FinTech Collaboration, Lloyds Banking Group



Sophie Bialaszewski isn't your usual digital leader, neither is how she got there. With a background in public policy and communications her differentiator is her ability to combine culture change, innovation and communications to deliver campaigns and programmes that inspire and excite people.

Sophie is passionate about helping people to make digital work for them, developing intrapreneurs and helping organisations to communicate authentically but with bite.

She is an expert in creating cultures that enable colleagues to be creative, drive change to the benefit of customers and raise awareness of the importance of new ways of working. Sophie has spent the last two years building the internal capability and team to bring this to life at Lloyds Banking Group. She runs a high-performing and talented team that are helping colleagues innovate through an internal accelerator programme that crowd-sources ideas, runs hackathons and Pop Up labs and inspires by bringing the outside world in. She has also developed Lloyds Banking Group's Open Innovation ecosystem with 14 FinTech collaborations including 3 Global accelerators, start-up innovation challenges with the Government and supporting women in FinTech with Innovate Finance.

Prior to Lloyds Banking Group, Sophie worked at the Post Office where she drove a more entrepreneurial culture, developed their public purpose and was instrumental in the delivery of the 2020 Strategy – influencing at Ministerial level within Government. Sophie has also delivered high profile campaigns for the MoD, Babcock and IBM. Further, she has first-hand experience of working at a niche cyber security start-up where she helped organisations develop cyber awareness campaigns, advised on learning and development and carried out cyber maturity assessments.

## Topics

- Creativity
- Innovation
- Leadership
- Motivation