

# Baroness Martha Lane Fox

**Co-founder of Lastminute.com**

*"Martha Lane Fox has hit the two zeitgeist buttons: youth and internet." The Guardian*

Martha Lane Fox, a leading entrepreneur and champion of digital inclusion, is well-known as the co-founder of Lastminute.com. She is President of the British Chamber of Commerce and is the founder of Doteveryone.org.uk, a charity fighting for a fairer internet. Martha is also a crossbench peer in the House of Lords.

## TOPICS:

- Digital Marketing
- Innovation
- Global AI Governance
- Digital Entrepreneurship
- Dot Everyone
- Women as Digital Warriors

## LANGUAGES:

She presents in English.

## IN DETAIL:

In 1998 Martha co-founded Europe's largest travel and leisure website lastminute.com with Brent Hoberman and sold it in 2005 for £577 million. Her contributions extend beyond the business world; she has played a significant role in advocating for digital inclusion and literacy. In 2010, she was appointed the UK government's Digital Champion, tasked with ensuring the population's access to and understanding of the internet. This initiative led to the establishment of the charity, Go ON UK, aimed at improving digital skills across the nation. Martha has held non-executive director roles at several major companies, including Marks & Spencer and Twitter, and has been a key figure in shaping digital strategy and ethics.

## WHAT SHE OFFERS YOU:

Martha's presentations outline the keys to digital entrepreneurial success, focusing on customer service and value. She serves as a role model not only in business but also in society.

## HOW SHE PRESENTS:

Martha Lane Fox provides a compelling blend of practical advice, strategic insights, and inspirational stories, making her a highly valuable speaker for any conference audience interested in technology, business, and social impact.