



## Pernilla Sjöholm

Victim of the "Tinder Swindler"

*"A face for Women's Empowerment!"*

Pernilla Sjöholm became famous overnight from the Netflix documentary "The Tinder Swindler". As one of the victims of the notorious fraudster Simon Leviev, Pernilla was scammed out of over SEK 600,000. The reactions from the audience were to some extent supportive and positive – but also mocking and mean.

### TOPICS:

- The Tinder Swindler
- Fraud
- On-line Security
- Women in Society
- Mental Health

### LANGUAGES:

She presents in English & Swedish.

### IN DETAIL:

Pernilla is interested and familiar with what fraud actually is, how it affects the victim and the stigma that comes with being "scammed". AI technology is also being exploited by scammers around the world, making it even harder to know what's real and what's not. She talks about how this downside of AI is already a big threat today and will be an even bigger threat in the future. Today, a couple of years later, she is the mother of twins and runs her own company. The challenges nowadays are about a little more "normal" ones, such as combining motherhood with working life. However, the principles for tackling setbacks and challenges are the same, and Sjöholm shows what she has done to come back from total defeat, or at least what in the moment feels like total defeat.

### WHAT SHE OFFERS YOU:

Pernilla Sjöholm has a unique story that she conveys during her lecture. There are few who become world famous overnight and even fewer who become so by honestly and openly describing a huge betrayal she suffered and her personal thoughts when it happened. It is an inspiring and recognisable lecture that touches.

### HOW SHE PRESENTS:

Pernilla Sjöholm is a natural and sympathetic speaker who has no problem today being able to reflect and laugh at her missteps and share her lessons.