



Julie Meyer

Author, digital technology investor, entrepreneur and founder of Viva Capital, an investment firm

Julie Meyer is an author, a Digital Technology Investor, Entrepreneur and founder of her Investment firm Viva Capital.

Julie's biography

Julie Meyer's background

Julie Meyer MBE, MBA, PhD is a leading investor and entrepreneur of digital, high growth, early stage businesses around the world, with a particular focus on European entrepreneurship. She is also the founder of Entrepreneur Country.

One of the world's leading thinkers, investors and entrepreneurs in the areas of [Digital Transformation](#) of large enterprise by young, fast-growing enabling tech firms, she is widely respected for how she has integrated her ability to spot talent, monetise technologies and apply economic thinking to business and social problems.

From her award-winning book, published by Little Brown, *Welcome to Entrepreneur Country*, she described the rise of 'Feminine Leadership' and why the world was becoming feminine.

She was named by INSEAD as one of their top 50 alumni of all time and was given an honorary PhD by Warwick University for the system-level thinking that she has developed in Applied Economics or Ecosystem Economics®.

She is a World Economic Forum 'Global Leader for Tomorrow' 2001, an Ernst & Young Entrepreneur of the Year, a Dragon on the BBC's *Dragon's Den* online show, and the founder and Managing Partner of the Follow The Entrepreneur Investor Summit, EntrepreneurCountry, the Ariadne Capital Entrepreneurs Fund and the ECO2 Investment Platform.

She has keynoted for the Executive Teams at the request of the CEO and Boards of Aviva, IBM, Rolls Royce, Santander and many others. She has spoken at the request of the Harvard Business Review, and

throughout Boardrooms and conferences around Europe.

As a venture capitalist for 18 years where she backed explosive growth companies like BeatThatQuote (sold to Google), Monitise (market cap of 1 bn Euros), Skype and Zopa, she worked with the CEO's to scale their [businesses](#) through tough times and breakthrough moments.

Speaking Style

As a speaker, Julie is engaging, enlightening, memorable, educational, thought-provoking and at times bitingly funny. Her ability to frame the narrative brings the message through in a way that enables audiences to fully grasp the underlying story. She speaks on a wide range of subjects including The Digital Transformation of Larger Enterprises, Digital Identity Management, Feminine Leadership, Corporate Innovation, Technology, Investment/Funding and Venture Capital.

Julie was referred to by Forbes Magazine saying "The co-founder of FirstTuesday is bringing the spirit of American venture capitalism to Europe's new breed of Internet start-ups"

Julie's talks

- **European Market Entry Strategy**
- **Corporate Venturing and Innovation**
- **Building Europe.net**
- **Europe's Growth Story**
- **Corporate Development Road maps for the next 5 years**

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