

Lida has been an incredible addition to the Soho House family, both as an influential and instrumental part of our community, but also as an events partner. She has curated and conceptualised sell-out events across the houses, which members always have a great thing to say about on their way out. She is vivacious, highly intellectual and charismatic. She is passionate about spreading her knowledge and she just knows what she is talking about, and if you go to one of her talks, I don't doubt that you will find you know exactly what I mean.

India Bailey | Event Programming Manager - Central London

Soho House & Co.

We were lucky enough to have Lida visit us in the London NatWest Accelerator to deliver a fascinating talk on innovation. Lida was an engaging and credible speaker, taking what sometimes can be perceived as an 'abstract subject' and making it tangible and relevant to our audience. Both the entrepreneurs and our NatWest stakeholders got tremendous value from the session and her unique insights. We would love to have Lida back with us soon, and until then we'll all be working on how we can increase our own 'cool currency'. Thank you Lida!

**Alexandra Joseph | Entrepreneur Acceleration Manager | Entrepreneurship
NatWest**



Taking businesses further, faster

NatWest Entrepreneur Accelerator natwest.com/accelerator

Your paper was excellent and was one of the most inspiring thought pieces I have seen, you made the subject come to life and the depth of detail was excellent while remaining accessible.



Al Shaw

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