



## Dr. Christine Bailey

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Dr. Christine Bailey is the founder of Sophia Marketing Ltd, delivering practical wisdom and insights-based marketing services to the technology and FinTech sectors.

She has spent her career in various B2B marketing roles, including leading European marketing functions for Hewlett-Packard and Cisco Systems, as well as for pre-IPO companies. Most recently she was Managing Director, SMB UK and Ireland, as well as Chief Marketing Officer for Valitor, a European payment solutions company.

A respected thought leader and public speaker with two TEDx Talks ‘Unconventional Career Advice’ and Break Free of Your Comfort Zone Christine has been voted #1 Woman in Tech by B2B Marketing, #3 female influencer in UK B2B Marketing by Onalytica and one of 150 women B2B thought leaders you should follow in 2021 by Thinkers360.

Christine has a doctorate (DBA) in customer insight from Cranfield School of Management. Her book Customer Insight Strategies: how to understand your audience and create remarkable marketing was published in Nov 2020 and she was a contributing author of The PAYTECH book published in Jan 2020. She is a Senior Fellow of The Conference Board and serves on the advisory board of the European Women in Payments Network.