



Edward Wilson-Smythe

Director, Digital Innovation



Edward Wilson-Smythe (they/them) is a Director in the Digital Innovation consulting practice at AlixPartners, a leading management consulting firm. They are an entrepreneurial executive with success in defining and leading digitally accelerated innovation for new business models, revenue growth and operations improvement. Edward focuses on advising large and complex clients on digital innovation strategies, connected ecosystems, analytics for predictive decision-making and automation that enhances the human condition. They are a pioneer in helping clients integrate social impact considerations and outcomes into the core of business strategy and operations. As a result, in addition to helping clients achieve sustained competitiveness and superior business results, Edward's work drives positive socioeconomic impacts on ecosystems at the corporate, institutional, social, community, and individual levels. In their more than 20 years of experience, Edward has worked for leading consulting firms such as PwC and Kearney and led digital consulting practices at Gartner, Avasant and NTT DATA. They are a passionate advocate for and prolific speaker on harnessing ethical innovation for the common good, co-author of the Amazon bestseller *Digital Singularity: A Case for Humanity*, and widely published in leading publications such as CSQ Magazine, The Street and Medium.