

LEA PEERSMAN

857.389.4291 – lea.peersman@gmail.com

People engineer exploring and redefining the future of human talent // Founder of People People, the collective for pioneers of the people economy. Head of SYP&, SYPartners's community for hyper talented creative and strategic minds. Creator of The Future of People conference and the FastForward methodology, to democratize future thinking // International expertise in digital transformation, edtech, innovative organizational design, private-public partnerships, people strategies, career and leadership development // Experienced speaker, consultant, facilitator, program manager, writer, and researcher.

EDUCATION

MIT SLOAN SCHOOL OF MANAGEMENT Cambridge, MA, 2015-2017

MBA 2017

- Founder and global coordinator of the “Future of People” conference at the MIT Media Lab (<http://www.thefutureofpeople.org>)
- Co-President of the Leadership Club – Focus: Digital Transformation, People Analytics, Talent Dynamics, HR 2.0
- Entrepreneurship & Innovation Track – Focus: people & community development, innovative teams, self-management and people strategies for startups.
- Teaching Assistant: Bill Aulet's “New Ventures” class, and Jenny Cataj's “Design you Life” class

NEOMA BUSINESS SCHOOL – “SUP DE CO REIMS” Reims, France, 2005 - 2008

MSc Management, cum laude

- Study Abroad: MBA program of the Tsinghua University in Beijing, China (Winter-Spring 2008)

EXPERIENCE

SYPARTNERS

Head of SYP& - talent community builder and manager

NYC and San Francisco, July 2017 to present

- design and build an online talent management platform for hyper-talented freelancers
- recruit and coordinate the SYP& community of external talents – communications, events
- develop and improve SYPartners' employer brand – online and offline channels, partnerships
- contribute to envisioning and implementing better internal people processes – recruitment, learning and development, career management, teaming, culture, communications
- represent SYPartners and SYP& at events and conferences – future of work, impact through people, the hyper-talented gig economy, self-management

STEELCASE

MBA Intern – Consultant, Insight Led Experience Team

London, UK January 2017

- Assisted UK Director with strategic forecast and strategy and reported to the Head Office
- Partnered with the Director of the Insight Led Experience team and his team on strategic consulting missions - led a project for Ford Europe executive leadership team
- Contributed to the Quarterly Business Review by presenting EMEA trends on the future of work/workplace to the C-Suite

BLIPPAR London, UK / San Francisco, USA

MBA Intern – Creative Suite Team & Education Team

Summer 2016

- Working with head of Business Development, brainstormed priority usages for the Blippar AR app, negotiated two relevant partnerships and collaborated with experienced Product Managers on the product requirements
- Designed a more efficient product marketing strategy for the Creative Suite and organized a hackathon to promote the API
- Coordinated the Education Team's strategy redesign, created the tools to onboard the c-suite, partners, and clients
- Improved the educational usage of the Blippar app as well as the educators' support platform increasing users' satisfaction
- Created the Education Team's social media strategy allowing the team to identify, build, leverage their community

ESSEC BUSINESS SCHOOL Paris, France

2014 - 2015

Executive Director – Edgar Morin Research Department on Complexity

- Designed and launched this research department on system dynamics, providing the school with a competitive advantage in the higher education market and empowering leaders to work with abundant data while making sustainable decisions
- Managed all the governance, communication, financial and partnerships issues, with an annual budget of \$330,000
- Consulted for corporate Talent and Top Management teams in their recruiting and training efforts

Digital Transition Lead

- Conducted research, evaluated existing capabilities, and proposed a global digital strategy to the President and the board
- Prioritized investments, supervised the opening and program of the Knowledge Lab (design thinking, action learning, innovative research, and teaching)
- Initiated the transition of teaching material to eLearning, collaborated with faculty members to create the school's first MOOC on "The Future of Decision Making," and negotiated with Coursera for its implementation; 12,500 students, biggest MOOC in France at that time

THE EDMOND DE ROTHSCHILD FOUNDATIONS Paris, France

Head of the Education Department and Strategic Partnerships

2009 - 2013

- Selected, monitored and invested \$1.5M/year in a portfolio of 25 partnerships worldwide including international organizations, governments, artistic, and educational organizations (Guggenheim, Carnegie Hall, Julliard, Louvre)
- Ran the Paris Office and led a team of 6 project managers, supervised all communications and media relations, and directly reported to the Rothschild family and the board
- Founded the “Ecole de la Philanthropie,” the first service-learning program for children in France; developed the content for <http://www.ecoledelaphilanthropie.org>, and trained teachers to deliver content in classrooms (>8000 children impacted)
- Created and piloted new national policies on “morals and ethics at school” and “measures to close the achievement gap and the digital divide” at the request of the French Minister of Education

AWARDS

- Fullbright Scholarship June 2015
- Admitted to the Harvard Kennedy School MPA Program – 2015

FOUNDER

- L’Ecole de la Philanthropie, 2011 to present
1st service learning program in France // <http://www.ecoledelaphilanthropie.org>
- The Mirror Network project, Summer 2014
World tour, blog, community, workshops, conferences and TED talk // <http://www.mirror-network.com>
- Cartes Blanches, 2015 to present
hackathon addressing the achievement gap in the digital age // <http://www.cartesblanches.co>
- The Future of People, December 2016 to present
conference and think tank on the future of human talent // <http://www.thefutureofpeople.org>
- People People, September 2017 to present
collective for pioneers of the people economy – events, workshops, publications

SPEAKING ENGAGEMENTS

- Brain Bar Budapest, May 2017, Budapest – Hungary
“The People Economy” – 400 people // <http://brainbar.com/>
- Positive Economy Forum, April 2015, San Patrignano – Italy
“Human Talent in the digital age” – 600 people // https://www.youtube.com/watch?v=i5lcYxL5m_8

- Changer d'Ere Conference, June 2015, Paris – France
“The future of talent” – 500 people // <https://www.youtube.com/watch?v=gel0GqYXF4U> ----
https://www.youtube.com/watch?v=iXHXp_z53vU
- Eco Plus TV - on Cartes Blanches: <https://www.youtube.com/watch?v=RIYCubiUqIQ>
- Economy Spring, June 2015, Paris – France
“the future of people strategies in companies” // <https://www.youtube.com/watch?v=0Yx1r0PgV8c>
- MOOC - Future of Decision Making with Edgar Morin on Coursera, September 2014
12000 subscribers // <https://www.youtube.com/watch?v=3dy71D58viE>
- TED talk, August 2014, Cordoba - Argentina
“Connected Autodidacts” - 700 people // https://www.youtube.com/watch?v=RlvanwC_Tm4
- Youth Innovation Festival, June 2014, Buenos Aires – Argentina
“The future of education” - 900 people

NETWORK MEMBERSHIPS

- People People, Founder and President
- WIN (Women in innovation), ambassador // <http://www.womenininnovation.co>
- The Future Society at the Harvard Kennedy School, member and contributor // <http://www.thefuturesociety.org>
- Ladyboss Collective, member // <http://www.lady-boss.net>
- Sandbox, member // <http://www.sandbox.is>

TEACHING & ADVISORY

- Parsons School of Design, NYC, November 2017 – MA Design Management, “the future of HR”
- Teacher & Advisor, Paris, 2014-2015 – Master of Leadership in Education at the Interdisciplinary Research Center