

## **Her Royal Highness Princess Beatrice of York**

Founder, BY-EQ

Beatrice York founded By – Eq Limited in 2022, an advisory organisation focused on adding more exceptional emotional intelligence in an age of artificial intelligence. Beatrice is an Executive in Residence at Liontree advisors, working to support Liontree with their global growth strategy. Beatrice is advisor to Scale.ai and Healwell Ai, an AI healthcare tech solution. Beatrice is a trustee and co-founder of The Big Change Charitable Trust, which identifies and supports charitable projects throughout the UK, to reimagine education. Beatrice is a champion of women in leadership and has worked and spoken at a range of events across the world working to promote role models for positive leadership development. She is dyslexic and as such, is a champion for neurodiversity in the workplace as well as a supporter of a range of organizations working with dyslexia.

Beatrice is also Patron of a variety of education and leadership-focused organisations. She is a board member of Opus, a not-for-profit membership organisation for the next generation. Beatrice recently joined the Generation Connect Global Visionaries Board of The International Telecommunication Union (ITU), the United Nations specialised agency for information and communication technologies.