

Sophie Boyer de la Giroday

President, Wise Media



Sophie Boyer de la Giroday is President of Wise Media, investor in publishing and media companies. As of year 2000, she founded a number of media and consulting businesses in Europe and the US, starting with On Publishing in Brussels, Luxury 7 in London and Tokyo, G&P and Il Levriero in Milan. As of 2007, with her companies Wise Media and On Publishing, the spectrum of her media activities grew through targeted investments in emerging media companies. The international expansion plan furthermore led to the creation of Wise Media and Stuart & Deville in New York in 2010 and, lately, Wise Media in Zurich.

Sophie Boyer de la Giroday launched multiple editorial initiatives addressing the high-tech, digital and security industries, with prime attention given to the government sector. She devised and hosted world-class summits endorsed for over a decade by the European Commission, going live under the Patronage of government ministries in the various hosting countries and of the Secretary General of Interpol. A number of formats related to the initiatives produced by her companies were acquired by Frankfurt Exhibitions in 2011.

Publisher of high-tech magazines in Germany, Belgium and Italy addressing national and international audiences as of 1996, Sophie Boyer de la Giroday became General Manager of an international PR agency in Munich in 1998. She started her entrepreneurial career in 1999. Ever since, she conceived and launched a series of internationally renowned sources of information addressing specialist communities on current developments in IT, electronics, mobility, global security and the digital society.

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