

# LIVING LONGER, LIVING BETTER



**SXSW LONDON**

# KEY SPEAKER QUOTES



"It is a very unpredictable time but I think it will be a shame if art became digitally commoditised and we will lose art benefits of actually creating rather than being a consumer"

**Stephen Stapleton**  
CEO, EOA / CULTURUNNERS  
Founding Co-Director, Jameel  
Arts & Health Lab

"We were discovering 100 new species that to us looked like alien life forms. When we came back looking at the data, we thought we had done something wrong because you shouldn't be able to look under your feet, take a piece of soil and just see a totally new species that no one on the planet has ever seen before"

**Glen Gowers**  
Co-Founder & CEO  
Basecamp Research



"The first IVF baby was born here in the UK almost 50 years ago. A man, Robert Edwards, he was a scientist and essentially performed what would be the first cell therapy"

**Dr. Stephanie Kuku**  
Chief Knowledge Officer  
Conceivable Life Sciences

# SPEAKERS TO LOOK OUT FOR

**Oliver Vince**  
Co-Founder  
**Basecamp Research**

Oliver Vince studied Computer Science and Engineering at Oxford, and earned a PhD in cancer drug research. He co-founded Basecamp Research and has led expeditions to extreme environments to collect genomic data.



**Peter Thomas**  
Chief Clinical Information Officer and  
Director of Digital Development  
**Moorfields Eye Hospital NHS  
Foundation Trust**

His primary interest is in digital transformation of clinical care, and creation of a hospital environment that can embed and sustain technologically enabled and automated services. To achieve this, he has recently founded the UK's first Department of Digital Medicine.

**Dr. Aliza Apple**  
Global Head  
**Eli Lilly Tune Labs**

Leads the strategy, build and launch of Lilly's external-facing AI/ML efforts for drug discovery. In her previous role at Lilly, Aliza served as the COO and head of Lilly Gateway Labs West Coast, where she supported the local biotech ecosystem through early engagement and providing tailored offerings to meet their needs.

