

# **Veronika Sonsev**

**CEO & Founder at inSparq**

New York, NY, US

An inspirational personality in the mobile and digital technology field who is pioneering new business opportunities for women entrepreneurs

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## **Description**

Veronika is the CEO and Founder of inSparq.com, an ecommerce technology company. In her 12-year career as an Internet executive for AOL and Jumtap, Veronika Sonsev has built new business lines, developed strategic partnerships and launched international markets.

She is also the Founder of Women in Wireless, a non-profit empowering and developing female leaders in mobile and digital media. Veronika is also the Co-Founder of Women Innovate Mobile, a startup accelerator for women-founded companies in mobile technology.

Veronika earned an MBA from The Wharton School of the University of Pennsylvania and a BA in Economics from American University. Veronika blogs about her startup experience at [www.12monthstolaunch.com](http://www.12monthstolaunch.com).

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC

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## **Industry Expertise**

Internet, IT Services/Consulting, Investment Management, Media - Online, Management Consulting, Wireless, Social Media, Women, Business Services, Information Technology and Services

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## **Topics**

Startups and Investment Management, Entrepreneurship, Mobile Technology and Wireless, Financial Forecasting and Planning, Operations Management, Customer Development Strategies, Women in the Tech Sector, E-Commerce Strategies

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## **Affiliations**

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## **Sample Talks**

### **Women in Technology: Breaking New Ground**

The technology space has long been a "boy's club," but in the last decade the industry has seen a surge of women entrepreneurs that are breaking new ground. This presentation will address the challenges and successes of building a technology business. Topics will include scaling and selling a company, finding investors vs bootstrapping, opportunities in mobile, effective management styles, cultivating leadership skills, and what women can expect as the technology industry continues to evolve.

### **Social Shopping: Friends Don't Let Friends Buy Alone**

The marketing landscape has changed for ecommerce. Customer acquisition costs are rising. There are lower barriers to entry, which mean more competition. And, it is easy for even the most loyal customers to defect to competitors. With these trends, it is easy for an ecommerce site to get concerned. This presentation will explain the benefits of social commerce and provide concrete solutions that any ecommerce site can implement in order to grow customer referrals.

### **Entrepreneurship: Dreaming Big and Innovating for the Future**

In popular imagination, entrepreneurs are risk-loving dreamers who are born, and not made. In reality, entrepreneurs are creative problem solvers who apply leadership and persistence to build innovative solutions to un-met market opportunities. What are the challenges and opportunities of pursuing an entrepreneurial career path? What skills can you develop and what will you learn on the job – whether you want to or not? This presentation will focus on innovation & leadership in the tech sector.

### **The Rise of the Mobile Web**

Mobile is leveling the playing field across the globe, and women are leading that charge of adoption. Hear from industry leader and inSparq CEO Veronika Sonsev as she discusses the opportunities available in the mobile space, and how they are contributing to success for businesses across the retailing landscape.

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## **Past Talks**

### **Women in Technology: Breaking New Ground**

New York Technology Council Event Series

### **Social Shopping & Social Discovery: Latest Developments**

Social Discovery Conference

### **The Career Woman's Journey: A Traveler's Guide**

First Annual Wharton Women in Business Alumnae Conference

### **Social Shopping: Friends Don't Let Friends Buy Alone**

Daily Deal Summit

### **Entrepreneurship: Dreaming Big and Innovating for the Future**

13th Annual Wharton Women in Business Conference

### **Mobile Start-Ups: Present and Future**

Startup Roundtable Series

## **Education**

**American University**  
Bachelor of Arts Economics

**Wharton School of the University of Pennsylvania**  
MBA

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## **Accomplishments**

### **CEO & Founder - inSparq**

inSparq helps daily deal and ecommerce sites grow sales by optimizing the sharing experience. The inSparq solution consists of an easy-to-integrate sharing widget and actionable analytics designed for sites to gain insight on customer behavior and increase virality. inSparq is a NY-based company founded by an experienced team of entrepreneurs.

### **Recipient - Top 50 Women to Watch in Tech**

Veronika was recently named one of the Top 50 Women to Watch in Tech by Femmeconomics.

### **Recipient - Mobile Women to Watch 2012**

Veronika was recently named one of the Mobile Women to Watch 2012 by Mobile Marketer.

### **Co-Founder - Women Innovate Mobile**

Women Innovate Mobile (WIM) is the first startup accelerator and mentorship-driven program designed for women-founded companies in mobile technology. WIM's goal is to provide women entrepreneurs with the guidance, feedback and connections needed to make their startups best in class companies and formidable business concerns.

### **Co-Founder - Women in Wireless**

The mission of Women in Wireless is to empower and develop female leaders in mobile & digital media. We do this through leadership development, mentoring, inspirational series of panels and webinars, job boards, philanthropic support for relevant charities and networking events.

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