

**IMD**  
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London



“Thriving in the Age of Digital Disruption”  
Kings Place, London, April 19, 2016



## **Sarah McVittie**

Co-Founder & Co-CEO, Dressipi



Sarah is currently the co-founder and co-CEO of Dressipi, an innovative fashion discovery and online styling service helping customers to find clothes that match their "Fashion Fingerprint"™.

Prior to founding Dressipi, Sarah was the co-founder and CEO of Texperts.com, the world's first text message question answering service. The company won numerous awards for its concept and technology, and received over £2.5 million in angel funding over the course of five years. In 2008 the company was sold to KGB, owners of the 118118 directory enquiries service, in a multi-million pound deal.

The Times recently called Sarah one of the UK's "top rising female entrepreneurs" and she was named by Management Today magazine as one of the top 35 female entrepreneurs under the age of 35.