

**Carolyn Harrison**  
**Sales and Marketing Director**  
**Aletheia International**



A senior marketing professional and business leader with 25+ years' experience working in varied roles in different sectors. She followed a classic sales and marketing career path, which culminated in the position of Divisional General Manager of Holt Lloyd International.

Carolyn has gained all round business experience creating and running companies and has a proven aptitude to build successful brands. For many years, she has run a successful marketing and management consultancy, with assignments looking at the convergence of new technologies – in particular positive disruptive models, evaluating the commercial opportunities globally across both public and private sectors.

Having spent the last few years validating the Aletheia model commercially before we set about developing the technology, we are now coming to market with a world changing innovative solution. It moves away from the current broken model, which was never designed as a robust medium on which to conduct business.