

**Subject:** Interview with CCO of Tonomus

**Date:** Wednesday, January 4, 2023 at 7:52:00 AM Eastern Standard Time

**From:** [REDACTED]

**To:** [REDACTED]

**CC:** [REDACTED]

[REDACTED],

I'm writing to offer an interview with Beverly Rider, CCO and CMO of TONOMUS – the company responsible for developing technology to power the world's first cognitive community at NEOM. This new cognitive city being built near the Red Sea represents one of the largest and most ambitious tech projects in the world.

As macroeconomic headwinds buffer the startup industry and other VC firms [pull back funding](#), Beverly and her team are bucking the global trend and undertaking substantial investment in the best and brightest talent the world has to offer.

In September, TONOMUS shared plans to [invest \\$1.5 billion over five years](#) in venture and entrepreneurship initiatives, a mixed-reality digital-twin metaverse platform, and other AI-driven applications.

This program will be undertaken through a new venture incubation studio, comprised of a team of top-tier entrepreneurs, VCs and C-suite executives developing Silicon Valley-style initiatives to deliver the disruptive tech that will underpin NEOM's infrastructure.

Beverly will attend CES from January 4-8, where the studio is looking to take concrete steps to attract entrepreneurs the world over. Beverly is available to speak on-the-record about TONOMUS, the studio, and how the TONOMUS team is creating the next frontier for innovation and opportunity.

As a female tech executive, Beverly can also discuss how TONOMUS is assembling a diverse team where all identities and backgrounds are embraced and empowered to lead.

Please let me know if you have any questions or would be interested in speaking with Beverly at CES, and I would be glad to set up a conversation. My colleague [REDACTED] will be on the ground at CES and can help coordinate a meeting should your schedule allow.

Best,

[REDACTED]

[REDACTED]

**Edelman**

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