



Thomas Serval
CEO & Co-Founder of Baracoda

Thomas Serval is the co-founder and CEO of Baracoda Group. A serial entrepreneur, visionary leader, and category creator, Thomas holds fifty patents in connected technologies and transforms large companies and the daily life of consumers through disruptive innovations. Having held executive managerial positions for Microsoft & Google, Thomas has steered Baracoda's innovation toward daily healthtech, encouraging behaviors and habits for self-care and disease prevention.

For the last decade, Thomas has focused on developing innovative technology that helps address preventative health needs and promotes positive health behaviors. Baracoda's user-centric product development philosophy centers on integrating new technologies into everyday objects. Thomas is building his vision of Daily Healthtech with data analysis, machine learning, and artificial intelligence, and through gamification. He wants to empower people with data that they can rely on for quality, personalized information and use in their interactions with medical professionals. Ultimately, Thomas' goal is to help people take a proactive approach to preventive care.

From mapping people's bathroom routines with AI to helping children form healthy habits in the bathroom, Thomas offers a forward-thinking approach earned through years of studying how people integrate data and adopt connected, intelligent tools into their personal practices. His products incorporate user-friendly interfaces that by design gather feedback to continually tailor experience and even anticipate demand for new solutions.

Thomas is a graduate of the Ecole Normale Supérieure and the Ecole Nationale de la Statistique et de l'Administration Economique (Ensaé) and remains heavily involved with the schools' interactions with startups and incubators. He is a regular lecturer at top French institutions such as ESCP, ESSEC, ENA and Corps des Mines. In 2017, he was a guest lecturer at Stanford University, and detailed how he created the connected oral care consumer product category. For his efforts across multiple decades delivering innovation in 2018, Thomas was knighted by the French President, presented the "Chevalier de la Légion d'honneur," citing his innovative and entrepreneurial spirit.

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