

About Sebastian Toro

Sebastian Toro is a seasoned leader and innovator in digital operations, robotic process automation (RPA), virtual assistants, intelligent automation, and business process outsourcing (BPO). He has a proven track record of automation transformations, having lead several of the worlds most successful engagements in the field as well as developed one of Europe's first 'bots put in production. Read more [here](#).

At NEW Innovation Management - a robotic process automation (RPA) and intelligent automation services firm founded and scaled in the RPA pioneer market of Sweden– Sebastian leverages his industry expertise designing and transforming front, middle, and back-office environments, leveraging the value and enhanced experiences for clients, customers, citizens, and more.

As the company's US CEO, he is bringing NEW's unique skillset and IP, 'enabling the future of work' through technologies such as RPA and AI in North America. He is a regular speaker at major industry events and has been featured in major press outlets.