

# Ben Edwards



Ben Edwards  
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**Ben Edwards** is Vice President of Digital Strategy and development at IBM. In this role, Ben leads the design and development of IBM brand experiences across digital media to connect and mobilize clients, partners, employees and the communities in which IBM does business. These experiences span websites, web applications, mobile applications, social media and cloud computing interfaces. In April, IBM will open the IBM Design Lab in Manhattan. Design Lab introduces a unique model for convening and activating a new generation of IBM designers, architects, strategists and developers.

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