

## **Le Shaw: Byborg Enterprises Unveils Visionary Leaders to Revolutionize Sexual Health Research**

LUXEMBOURG, December 6, 2023 — Byborg Enterprises SA proudly announces the appointment of not one, but two distinguished leaders to spearhead its groundbreaking International Sexual Health and Wellness Research Institute. In addition to the industry luminary Bobbi Bidochka, Dr. Simon Dubé has been named Scientific Director, bringing his expertise in psychology, groundbreaking research in human sexuality, robotics, and space sexology.

The newly appointed Director of the International Sexual Health and Wellness Research Institute, Bobbi Bidochka, renowned for her multifaceted background spanning academia, business, venture capital, and the SexTech industry, brings unparalleled experience to the role. As the co-chair of The Academic Congress on Love and Sex with Robots and the author of "Sexual Intelligence in Business," Bobbi is a force of innovation in the field.

Bobbi Bidochka holds a graduate degree in Sex Sociology from the University of Ottawa, and her commitment to transforming public perceptions surrounding Sexual Health and Wellness has been unwavering throughout her career. Recognized as a sex-positive feminist, Bobbi is dedicated to driving positive change in society through open and objective discussions about sexuality.

Dr. Dubé, with a Ph.D. in Psychology from Concordia University and a Postdoctoral Research Fellow at the Kinsey Institute, is renowned for his pioneering contributions to the fields of human sexuality and beyond. His leadership ethos, fostering innovation, interdisciplinary collaboration, and championing diversity and inclusion, aligns seamlessly with Byborg's commitment to pushing the boundaries of research in sexual health and wellness.

As Scientific Director, Dr. Dubé will lead collaborations with world-class researchers, focusing on the exploration of sextech, sex work, and sexology. His appointment marks an exciting new chapter in Byborg's journey, promising a future of groundbreaking discoveries and advancements in the realm of sexual health.

***Julianna Adam, Managing Director Operations of Le Shaw's parent company, Byborg Enterprises SA, expressed enthusiasm about the appointments: "Bobbi's credentials and history are truly impressive and a great fit for us. We are thrilled to have her and Dr. Dubé spearhead our new Sexual Health and Wellness Institute. Their knowledge and expertise will prove invaluable in helping us reach our goals and provide exceptional care and support to our community."***

Byborg Enterprises SA has recently launched its first-of-its-kind research center, dedicated to merging academic research, in-depth studies, empirical data, and independent funding. In collaboration with prestigious organizations such as the Kinsey Institute, Le Shaw aims to provide objective research that challenges societal norms and removes the social stigma surrounding sexual health topics.

The organization's main goal is to lead conversations on sensitive questions related to sexuality openly and objectively, directing the discourse towards a more informed, data and science centric, sex-positive world.

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**About Byborg Enterprises:**

Byborg Enterprises SA is a premium online entertainment company that is redefining the future of human interaction and reshaping digital relationships through innovative technology. Our company was founded with a global mindset, aimed at reaching every corner of the world. With over 40 million monthly users of our streaming and technology products, we enable people to interact with each other 24/7.