Hoby Wedler has been blind since birth. Dr. Wedler earned a Ph.D. in chemistry at UC Davis and he recently co-founded Senspoint Design, a sensory advising and education company. Senspoint partners with clients around the world to give them the sensory and inclusive insight they need to succeed. Senspoint has a diverse client base across numerous industries where they enhance brands through both product and experience design and through sensory-directed sales and marketing. Senspoint also focuses on sensory-based ideation to enhance their clients’ ability to innovate and develop. At Senspoint, Hoby and co-founder Justin care deeply about using their work to make the world more inclusive and more universally accessible. Senspoint uses powerful sensory insight to build people-to-people, people-to-product, and product-to-product relationships through sensory and inclusive innovation.

While in graduate school, Hoby co-founded Accessible Science, a 501©(3) organization. Accessible Science uses hands-on organic chemistry as a lens to teach blind and visually impaired high school and early college students that they do not need eyesight to succeed in this sighted world.

Hoby was honored by President Barack Obama’s White House in 2012 as a Champion of Change for enhancing education and employment opportunities for people with disabilities. In 2016, Hoby was featured in the Forbes’ Magazine’s 30 Under 30 for his work in sensory design.

Justin Vallandingham is the other co-founder of Senspoint Design and currently serves as Senspoint’s COO. Justin has an established career in business, from retail to project management and software implementation. Justin and Hoby are passionate about making the world universally accessible and inclusive to everyone. This passion they share is reflected in their work.