



# HOW TO INTRODUCE KATE O'NEILL

**Kate O'Neill is known as "the Tech Humanist." She is helping humanity prepare for an increasingly tech-driven future by teaching business how to make technology that's better for humans.**

Kate has led innovations across technology, marketing, and operations for more than 20 years in companies from startups to Fortune 500s. Among her prior achievements, she created the first content management role at **Netflix**; developed **Toshiba America's** first intranet; led cutting-edge online optimization work at **Magazines.com**; and was founder & CEO of **[meta]marketer**, a first-of-its-kind analytics and digital strategy agency.

Her insights have been featured in outlets like WIRED, and she has appeared as an expert commentator on NPR, BBC World News, and other media. Companies such as Google, Etsy, Cisco, and more look to Kate for optimism about the role of technology in the world along with a firm reality check.

Kate's most recent book is *Tech Humanist: How You Can Make Technology Better for Business and Better for Humans*.

Please give a warm welcome to Kate O'Neill.

## *Preferred Walk-On and Walk-Off Music*

"Human" by The Killers

"The Future's So Bright, I Gotta Wear Shades" by Timbuk3