

# KATE O'NEILL

**KEYNOTE SPEAKER • AUTHOR • TECH HUMANIST**

Recognized expert in digital marketing and strategy;  
thought leader on tech trends and meaningful human experience.



Signature Presentation

## ANALYTICS ARE PEOPLE: UNDERSTANDING DATA'S ROLE IN MEANINGFUL EXPERIENCES

Every day our physical surroundings and our digital interactions are converging more and more, through data analytics, wearable technology, social media, surveillance, sensors, and more. To very real degrees, our human experiences create a targeted feedback loop, defining our opportunities, our relationships, our knowledge, and, ultimately, our selves.

In this compelling keynote address, leading strategic thinker Kate O'Neill explores the relationship between meaning, intention, data tracking, and human experience, with practical insights on how businesses can create more meaningful and profitable relationships with customers, and how we as individuals can empower ourselves to define our own experiences both online and offline.

KO Insights

# ABOUT KATE:

As Seen in:

WIRED

The New York Times

TIME

BBC



NBC NEWS

Forbes.com

USA TODAY

npr



MARKETPLACE

CNNMoney

CMO  
by Adobe



Kate O'Neill is helping humanity prepare for an increasingly tech-driven future. She is the founder of KO Insights, a thought leadership and advisory firm helping companies, organizations, and cities make future-aligned decisions to achieve meaningful growth while respecting human data and the human experience.

Her past roles have included strategic and leadership roles from digital startups like Netflix to multinational enterprises such as HCA. She was founder and CEO of [meta]marketer, a first-of-its-kind digital strategy and analytics firm.

Kate is a frequent keynote speaker for a wide variety of companies and organizations such as Cisco, Coca Cola, the city of Amsterdam, Young Presidents Organization, the University of Cambridge, and the United Nations.

Author of four books including her latest, Tech Humanist, her insights and expertise have been featured in outlets such as WIRED, and she has appeared as an expert commentator on a wide variety of media including NPR, Marketplace, and BBC World News. Among other honors, she has been named a "Power Leader in Technology," a "Woman of Influence," and "Technology Entrepreneur of the Year."

## Event Organizers Say:

"We could not have been more thrilled with the results! Kate was accessible, thoughtful, communicative, and obviously very capable. I would contract Kate again in an instant."

"A captivating presenter who I'd be happy to recommend to anyone."

"She really made us think - but also gave us concrete takeaways we could use in our business."

"She was on-point, incisive & insightful. I have already recommended her to a few other groups!"

"One of the smartest and most forward-thinking people in the interactive marketing space"