

# 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

## TREND SMARTS: STAYING AHEAD OF THE MEANINGFUL TRENDS IN YOUR BUSINESS

Between 3D printing, Big Data, the collaborative economy, and more, it sounds and feels to many business owners and marketers like the present has become the future. Add to that: search disruption and the emergence of new social channels seemingly every week, and you have what for many is a truly foreign landscape. But these trends and cultural changes are impacting businesses and our lives right now, in every industry. Are you prepared for how they might impact your business?

In this compelling keynote address, leading strategic thinker Kate O'Neill describes how data, technology, digital, and cultural trends are changing, the opportunity these changes have to impact human experiences, and how businesses large and small can make the most of the opportunities.

# 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"