

KATE O'NEILL

KEYNOTE SPEAKER • AUTHOR • TECH HUMANIST

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



@kateo



kate@koinsights.com



kateoneillpage



<http://koinsights.com/>



Signature Presentation

TRANSFORMATION, AUTOMATION, AND THE FUTURE OF MEANINGFUL HUMAN EXPERIENCE

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.

ABOUT KATE:

Kate O'Neill, "tech humanist and cultural strategist," founder and CEO of KO Insights, an award-winning consultant, executive, and entrepreneur with 20+ years developing customer-centric, brand-aligned digital growth and retention strategies for companies of all sizes (startups / Fortune 500s). She is an author, speaker, advisor to startups, and coach to marketing executives that inspire them on making meaningful decisions based on the intersection of human behavior and data.

Previously, Kate was founder & CEO of [meta]marketer, a digital strategy and analytics agency. Her other prior roles include creating the first content management role at Netflix, leading cutting-edge online optimization work at Magazines.com, developing Toshiba America's first intranet, building the first departmental website at the University of Illinois at Chicago, and holding leadership positions in a variety of digital content and technology start-ups. She is a vocal and visible advocate for women in technology, entrepreneurship, and leadership — she was featured by Google in their global campaign for women in entrepreneurship. Author of 3 books, Kate speaks regularly at industry conferences and private events, providing keynotes, participating in panel discussions, and leading creative brainstorming workshops for groups of all sizes. Her expertise has been featured in CNN Money, TIME, Forbes, USA Today, Men's Journal, the BBC, and other national and international media. keynote speaker, author, researcher, and consultant focused on topics at the intersection of data, digital strategy, humanity, and meaningful experiences.

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THE TENNESSEAN
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MEN'S JOURNAL



NASHVILLE BUSINESS JOURNAL

Event Organizers Say:

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

"She was captivating in telling her story while offering key insights."

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