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# DANIELLE KRETTEK COBB

Founder – Google Empathy Lab, an interdisciplinary group that guides emerging technologies with an empathy-driven approach

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Danielle Krettek Cobb founded Google Empathy Lab in 2015 out of a desire to create humane, prosocial technology informed by empathy, resilience, and wisdom of heart. The Lab is an interdisciplinary group that guides emerging technologies like AI with a heart-first approach. Its empathy-driven methods allow teams to slow down, ask thoughtful questions, and shape technology in ways that contribute to human deepening and expansion. The Lab's work is inspired by natural patterns of interconnected flourishing and universal systems of being. Danielle has pioneered unconventional explorations with scientific and cultural partners, notably NASA's JPL, UC Berkeley's Social Interaction lab, the Yale Center for Emotional Intelligence, Stanford's Motivation Lab, Brené Brown, Geoff McFetridge, Ram Dass, and Roshi Joan Halifax.

## Topics

- Creativity
- Environment
- Innovation
- Women

Danielle's globally award-winning work spans the fields of design, technology, film, and social impact. For over 20 years she has brought vibrant humanity and creativity to Nike, Apple, and Google. She lectures at Stanford and is an inspiring, sought-after speaker who has been invited to address audiences at Sundance, Wisdom 2.0, Forbes, O'Reilly, MIT, Harvard, Semipermanent, and SXSW. Her work has been featured in TIME, VICE, The New York Times, New York Magazine, NBC, and ABC.

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