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# Kate O'Neill



Companies like Google, Etsy, Cisco, and more look to Kate O'Neill, the "Tech Humanist", for optimism about the role of technology in the world along with a firm reality check. She is founder and CEO of KO Insights, a strategic advisory firm committed to improving human experience at scale.

O'Neill regularly keynotes industry conferences and corporate events, advocating for the future of humanity in an increasingly tech-driven world. Her insights help corporate and cultural leaders re-think how to succeed long-term by taking a human-centric approach to digital transformation and readiness for the future. Her clients and audiences have included a wide variety of world-leading corporations, non-profit organizations, cultural institutions, professional associations, and industry conferences — as well as states and cities, such as Amsterdam, and even the United Nations.

Author of 4 books including her latest, *Tech Humanist*, Kate O'Neill's insights and expertise have been featured in WIRED, USA Today, and many other outlets, and she has appeared as an expert commentator on BBC, NPR, Marketplace, NBC, and a wide variety of other national and international news media. She has been named to the 2020 Thinkers50 Radar, a global ranking of top management thinkers.

Kate O'Neill's prior accomplishments include creating the first content management role at Netflix, developing Toshiba America's first intranet, leading cutting-edge online optimization work at Magazines.com, 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 was also founder & CEO of [meta]marketer, a digital strategy and analytics agency. Kate O'Neill is a vocal and visible advocate for women in technology, entrepreneurship, and leadership — she was featured by Google in the launch of their global campaign for women in entrepreneurship.