

# **Kate O'Neill**

**Founder/CEO at KO Insights**

New York, NY, US

Tech Humanist / Cultural Strategist. Expertise in meaningful experiences for customers/users/patients/students/humans.

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## **Biography**

Kate O'Neill is a tech humanist and cultural strategist, helping organizations develop rigorous, data-savvy, contextually-rich, and successful experiences online and offline for their customers, students, patients, and users. Her research, writing, and workshops explore topics at the intersection of data, humanity, and meaningful experiences. Kate advocates for better business, meaningful marketing, and a humanity-centered digital future.

Her research and advisory firm, KO Insights, provides guidance on the trends shaping business, technology innovation, and human experience, helping clients to develop strategies and create experiences that are both more effective for the client and more meaningful for the people who use their products and services. Clients have included Fortune 100 corporations, major retailers, cities and civic organizations, hospitals and other healthcare entities, top universities, fast-growing startups, and non-profit organizations.

Blending diverse skills and background across technology, marketing, language, and entrepreneurship, Kate's prior roles include pioneering work at Netflix, Toshiba, Magazines.com, HCA, and in leadership positions in a variety of digital content and technology start-ups, as well as her own digital strategy and analytics agency, [meta]marketer.

Kate contributes written articles and essays to several online outlets, including leading industry publications such as CMO.com, and formerly wrote a bi-weekly business column on meaning and marketing for The Tennessean. She speaks regularly at national conferences, private corporate meetings, association meetings, and other groups and events. Kate has been featured in CNN Money, TIME, Forbes, USA Today, Men's Journal, the BBC, and other news media; she was also featured by Google in their global campaign for women in entrepreneurship.

Kate has been named a "Woman to Watch in Retail Disruption," "Technology Entrepreneur of the Year," "Social Media Strategist of the Year," a "Power Leader in Technology" and a "Woman of Influence," along with numerous other awards and recognitions. She is the author of an upcoming book on integrated experience design.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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## **Industry Expertise**

Internet, Retail, Advertising/Marketing

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## Areas of Expertise

Meaningfulness, Digital & Mobile Strategy, Strategic & Business Planning, Strategy & Market Planning, Customer Experience, Marketing & Branding, User Experience and Digital Technology, Digital & E-Commerce Search, E-Commerce, User Experience (UX), Experience Design, User Experience, Content Strategy, User Behavior, Meaning-Making Systems, E-Commerce and Mobile Marketing

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