

CATHY HACKL



About: Futurist, CEO of the Futures Intelligence Group and globally recognized business leader specializing in augmented reality (AR), virtual reality (VR) and spatial computing. One of the Top 10 Tech Voices on LinkedIn, Hackl is an alum of Amazon Web Services (AWS), Magic Leap, and HTC VIVE. She leads a futures research and consulting firm that works with clients in tech, fashion, media, government, and defense implementing innovation strategies, strategic foresight, and emerging technologies. Previously worked in business communications with Fortune 1000 brands and in the media with CNN, Discovery Communications, & ABC News. Nominated for an Emmy Award in 2007.

Ideas: Recognized as one of the top women in VR and AR, she's a champion of diversity in tech. Provides the tools and insight you need to understand the business value of AR/VR, the coming of the Metaverse, and the impact of the direct to avatar and gaming economies.

Content: "The Metaverse Is Coming & It's a Very Big Deal", ([Forbes CMO Network, July 2020](#)); *The Augmented Workforce: How AI, AR and 5G Will Impact Every Dollar You Make* (forthcoming); *Marketing New Realities: An Introduction to Virtual Reality & Augmented Reality Marketing, Branding & Communications* (2017); *Futuresville* ([Podcast and Newsletter](#)); cathyhackl.com

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Verdict:**

"The CEOs' personal tour guide to the metaverse."