

# KATE O'NEILL



**Affiliation:** Founder and CEO, KO Insights.

**Ideas:** Technology drives the future we create. But are we steering that technology in directions that create that future in the best way, for the most people? O'Neill's response is tech humanism: helping humanity prepare for an increasingly tech-driven future by teaching business how to make technology that's better for humans.

**Content:** *Tech Humanist* (2018), *Pixels and Place and Lessons from Los Gatos: How working at a startup called Netflix made me a better entrepreneur (and mentor)*. [Blog](#).

**Bio:** Author and keynote speaker, O'Neill was one of the first 100 employees at Netflix, where she created the content management role. She developed Toshiba America's first intranet; and was founder and CEO of [meta]marketer, an analytics and digital strategy agency.

**Verdict:** "The tech humanist. Period." Thinkers50

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