



## Cathy Hackl

Futurist, Top Tech Voice on LinkedIn & VR AR Thought Leader

*"The Godmother of the Metaverse"*

Cathy Hackl is a highly respected global business executive, tech futurist, and media personality. She's a leading authority in emerging tech and co-founded Journey where she advises companies, brands, cities and governments with gaming, AR, AI, spatial computing, metaverse, web3, virtual world strategies, and strategic foresight.

### TOPICS:

- Future of any Industry
- Future of Leadership
- Direct to Avatar
- Marketing to Robots
- Augmented Reality
- Virtual Reality
- Human Centered Artificial Intelligence
- Futurism
- Personal Branding for Women in Tech

### LANGUAGES:

She presents in English.

### PUBLICATIONS:

- 2021** The Augmented Workforce
- 2017** Marketing New Realities
- 2023** Into the Metaverse

### IN DETAIL:

Cathy was named one of Ad Age's Leading Women of 2023, Forbes Latam's 100 Most Powerful Women of 2023, and is on the Vogue Business 100 Innovators list. She's a member of the prestigious Ad Council Board of Directors, Fast Council's Impact Council, and is the host of an award-winning Adweek podcast. Cathy has been a fixture in the world of immersive technology for almost a decade with many media appearances in CNBC's Squawk Box, 60 Minutes+, CNN, Good Morning America, GQ, Time, The Economist, Bloomberg, and more. She's launched her own luxury tech fashion label called Verseluxe and is a guest editor for Vogue Singapore. She's a multi-hyphenate, multilingual, multifaceted professional, and in 2022 became the first human to ring NASDAQ's opening bell and open the financial markets both in physical and avatar form while doing so on live television.

### WHAT SHE OFFERS YOU:

Cathy is considered one of the top women in emerging tech, XR, AI, metaverse, web3 augmented reality, virtual reality, spatial computing and innovation, she works at the intersection of future technology, strategy, and storytelling, engaging audiences across the globe and across industries.

### HOW SHE PRESENTS:

Cathy specifically tailors and customises her approach to each speaking engagement to ensure that she delivers the best results for your event and delivers value to your audience.