



## Kathryn Parsons

Founder & Co-CEO of Decoded

*"Code is just another language, the language of the future"*

Kathryn Parsons MBE is founder and co-CEO of Decoded, a world leader in technology education, delivering digital literacy and skills for clients that span the Global 2,000, policymakers and small businesses across every industry and geography.

### TOPICS:

- Rewiring Business
- The Education Revolution
- Code your Own Future
- Digital Leadership
- Data Decision-Making
- Artificial Intelligence
- Data Ethics
- Cyber Security

### LANGUAGES:

She presents in English.

### IN DETAIL:

Kathryn Parsons founded the business in 2011 with a credit card and mission to teach anyone Code in a Day. Driven by a personal desire to learn and to remove the fear, jargon and cliches which made technology impenetrable. Kathryn's passion for languages started at a young age, learning French, Italian, Mandarin, Japanese and ultimately Latin and Ancient Greek at Downing College, Cambridge. She campaigned for coding as a mandatory on the UK National Curriculum. It was successfully introduced in 2014, making the UK one of the first countries in the world to do so. Since then, millions of children have been introduced to computational thinking in the classroom. Kathryn writes a column for The Sunday Times writing on news in the Silicon Valley and the UK technology scenes.

### WHAT SHE OFFERS YOU:

Kathryn addresses a wide range of audiences, providing insights into how to embrace a new approach to learning which is adaptive, personalised and, most importantly, lifelong. Sharing cutting-edge case studies from across her work and the world of education, government and business, she shows how technology is for everyone and why we must all give ourselves the permission to learn.

### HOW SHE PRESENTS:

With her real-world examples, and a passionate delivery style to connect with her audience Kathryn conveys her message effectively.