



## Sarah Wood

Co-Founder and Former CEO Unruly

*"An expert on bringing emotional intelligence to digital advertising"*

Sarah Wood OBE is the Co-Founder and former CEO of digital video content company Unruly, where she ensures the company delivers the most awesome social video campaigns on the planet. She has grown the business from three to over 300 staff, with offices around the world, selling the company to the News Corp media empire along the way.

### TOPICS:

- The Evolution of Brand Content and the Sharing Economy
- Seven Steps to Surviving the Adpocalypse
- Going Viral
- Digital Trends

### LANGUAGES:

She presents in English.

### PUBLICATIONS:

**2017** Stepping Up: Accelerate Your Leadership Potential

### IN DETAIL:

Sarah is a London tech ambassador, an associate lecturer at the University of Cambridge, and co-founded City Unrulyversity, a free pop-up university in London with a mission to inspire the next generation of Tech City entrepreneurs. Amongst various awards, Sarah has been named Veuve Clicquot's Business Woman of the Year, City AM's Entrepreneur of the Year, and the Europas Awards' Best CEO. She's a regular voice on broadcast media commenting on the tech sector and business. Having grown Unruly from an idea charting the popularity of viral videos to a global online video advertising company sold to Rupert Murdoch's News Corp for over £100m, Sarah has been perfectly positioned to see the rise of the UK tech sector.

### WHAT SHE OFFERS YOU:

Sarah looks at the future of technology and the companies behind it, and the huge opportunities, as well as the reasons for concern in areas like AI, voice and the commercialisation of personal data. She also addresses issues around women in business and in technology.

### HOW SHE PRESENTS:

Sarah is a charismatic speaker who considers the power of online brand and marketing, what companies often misunderstand about the medium, as well as the future of the digital world.