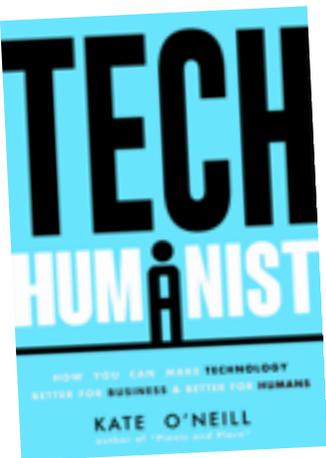


# TECH HUMANIST

## How You Can Make Technology Better for Business and Better for Humans



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?

In her new book “Tech Humanist,” Kate O’Neill examines the intent, goals and avenues through which people create and distribute technology, and the amplifying effects technology has on the values the organizations that deploy it. O’Neill defines a new model of

business leader – the “tech humanist” – as developing honest assessments of organizational goals that move far beyond traditional P&L statements, and peer deeper into the consequences of everyday human experience design within our increasingly tech-driven culture.

It’s the idea of using purpose as a strategy – defining organizational meaning, consequences and outcomes to align both business and human objectives – to spur making the world better by making the technology better. And it’s a role that needs to emerge as quickly and spread as completely as the new technologies it aims to harness for the common good, for both businesses and humans alike.

**“THE AUTHOR MAY WELL BE SPEARHEADING AN ENTIRELY NEW CATEGORY THAT WILL BE STUDIED IN PHILOSOPHY CLASSES 20 YEARS FROM NOW” – AMAZON REVIEWER DANIEL L**

**“A FASCINATING, POWERFUL, AND IMPORTANT BOOK THAT IS HARD TO PUT DOWN!” – AMAZON REVIEWER DORIE CLARK**

“For the past two decades, the Computer History Museum has chronicled the amazing rise of the technology which just in our lifetime has become the most powerful agent of change the world has ever known. While the stories of creativity, invention, innovation and impact are fascinating, what all this means for the future and humanity is what we are poised to take on now as an institution. Nowhere has this become more clear to me and my colleagues here at the museum than in reading Kate O’Neill’s blog about a year ago entitled “The Tech Humanist Manifesto.” The idea that we need to develop and imbed in all future technologies the very best of ourselves and our ethics and ultimately have the goal of those emerging technologies to make us better humans has resonated deeply into our own plans of what we will present, discuss, and debate going forward.

After reading the manifesto, my initial thoughts were “Kate should write a book on this.” Which I am very happy that she has done, and now her humor, excellent insights and heartfelt philosophy can reach the leaders and influencers throughout the world. And the rest of us too.

– Gary Matsushita, Vice President,  
Computer History Museum

# ABOUT KATE O'NEILL

**Kate O'Neill is helping humanity prepare for an increasingly tech-driven future by teaching business how to be successful with human-centric data and technology.**

Kate's expertise in integrated experience strategy and human-centric digital transformation comes from more than 20 years of experience and entrepreneurship leading innovations across technology, marketing, and operations, developing human-centric, data-guided, and brand-aligned

growth and retention strategies for companies of all sizes, from startups to Fortune 500s. She created the first content management role at **Netflix**; was founder & CEO of **[meta]marketer**, a first-of-its-kind analytics and digital strategy agency; led cutting-edge online optimization work at **Magazines.com**; developed **Toshiba America's** first intranet; and held leadership and advisory positions in a variety of digital content and technology start-ups. Kate is now founder and CEO of **KO Insights**, a strategic consultancy committed to improving human experience at scale.

Whether in convention centers to audiences of thousands, in board rooms, or one-on-one, as a "Tech Humanist," Kate advocates for the future of meaningful human experiences by helping corporate and cultural leaders re-think how to succeed long-term by taking a human-centric approach to digital transformation and readiness for the future.

She is a vocal and visible advocate for women in technology, entrepreneurship, and leadership – she was featured by Google in the launch of their global campaign for women in entrepreneurship. Author of four books including her latest, "Tech Humanist," Kate's expertise has been featured in CNN Money, TIME, Forbes, USA Today, Men's Journal, the BBC, and other national and international media.

