



SXSW 2017 Keynote, Featured Speakers Addendum

Keynote Speakers

Gareth Edwards (Film) - Currently in post-production on his third feature film, the much anticipated *Rogue One: A Star Wars Story*, Gareth Edwards is no stranger to pushing the boundaries of filmmaking. Previous credits include *Godzilla*, *Monsters* and *Hiroshima*.

Adam Grant (Interactive) - Wharton's top-rated professor and a *New York Times* writer on work and psychology, and author of *Originals: How Non-Conformists Rule the World* and *Give and Take: Why Helping Others Drives Our Success*. Grant has been recognized as one of the world's 25 most influential management thinkers, *Fortune's* 40 Under 40.

Zane Lowe (Music) - A New Zealand-born radio DJ, live DJ, record producer and television presenter who, after moving to the UK in 1997, came to prominence presenting on XFM and MTV Europe before hosting a new global music show on BBC Radio 1 from 2003–2015. Lowe is now the Creative Director and L.A. Anchor for Beats 1, Apple's first free global radio station broadcasting 24/7 to over 100 countries.

Cory Richards (Interactive) - A climber and visual storyteller, Cory Richards was named National Geographic Adventurer of the Year (2012) and a National Geographic Fellow (2015). His photography has appeared in *National Geographic Magazine*, *Outside Magazine*, *Man of the World*, and *The New York Times*.

Featured Speakers

Dr. Anthony Bossis (Intelligent Future) - Dr. Anthony Bossis is a clinical psychologist and Clinical Assistant Professor of Psychiatry at New York University School of Medicine and an investigator in FDA-approved psilocybin-generated mystical experience research.

Vint Cerf interviewed by **Susan Hassler** (Intelligent Future) - Chief Internet Evangelist for Google and Co-Founder of People-Centered Internet, Vint Cerf in conversation with *IEEE Spectrum* Editor-in-Chief, Susan Hassler.

Dr. Robert Cialdini interviewed by **Guy Kawasaki** (Brands & Marketing) - Dr. Robert Cialdini, author of the groundbreaking book *Influence* and president of INFLUENCE AT WORK, in conversation with Guy Kawasaki, chief evangelist of online graphic design tool Canva.

Scott Cook and **Robert Herjavec** (Startup Village) - Scott Cook, founder and chairman of Intuit, in conversation with Robert Herjavec, dynamic entrepreneur and a leading Shark on ABC's *Shark Tank*.

Paul Dillinger and **Dr. Ivan Poupyrev** for Project Jacquard (Style) – Paul Dillinger, Vice President of Global Product Innovation at Levi Strauss & Co., will be in conversation with Dr. Ivan Poupyrev, an award winning scientist, inventor, and designer working at the cutting edge of interactive design and technologies blending the digital and physical realities.

Gregory F. Fenves and **Bob Metcalfe** (Startup Village) - Greg Fenves, president of The University of Texas at Austin, in conversation with internet pioneer and Ethernet inventor Bob Metcalfe.

Kathryn Hahn (Entertainment Influencers) - One of Hollywood's most sought after actresses for her versatility, Hahn can currently be seen in Jill Soloway's new comedy pilot *I Love Dick*, and on Season 3 of Soloway's Emmy Nominated Amazon original series *Transparent*.

Marc Jacobs interviewed by **Sally Singer** (Style) - Design icon Marc Jacobs has stores across the globe featuring Women's and Men's ready-to-wear clothing and accessories, a children's line called Little Marc Jacobs, multiple award winning fragrances, the bookstore Bookmarc and most recently Marc Jacobs Beauty. In conversation with Sally Singer, Creative Digital Director of *Vogue*.

Dennis Robinson and **Rabia Chaudry** (Social Impact) Dennis Robinson is the Executive Producer of the podcast *Undisclosed* and co-founder of Long Arc podcast productions. Rabia Chaudry is co-host and co-producer of the podcast *Undisclosed* and author of the New York Times Bestselling book *Adnan's Story*.

Will Roper interviewed by **Nick Thompson** (Government) - Will Roper, Director of Strategic Capabilities Office for the Secretary of Defense, in conversation with *New Yorker* Editor Nick Thompson.

Alan Schaaf and **Sarah Schaaf** interviewed by **James Ledbetter** (Tech Industry) - Imgur Founder and CEO Alan Schaaf and Imgur Director of Community Sarah Schaf, in conversation with Inc Magazine Editor James Ledbetter.

Thad Starner (Intelligent Future) - Technical Lead on Google Glass, founder and director of the Contextual Computing Group, Georgia Tech Chair, co-founder of the IEEE International Symposium on Wearable Computers.

Padmasree Warrior (Intelligent Future) - Padmasree Warrior is Chief Executive Officer of NextEV, U.S. She also serves as the Chief Development Officer of NextEV, as well as a member of its Board of Directors. In these capacities, she is responsible for the brains of NextEV's autonomous, electric vehicles and the overall user experience.

Chris White (Intelligent Future) - Chris White is a Principal Researcher and Partner at Microsoft working on special projects. Prior to joining Microsoft, Chris was a Program Manager developing advanced technologies for data science and leading President Obama's Big Data Initiative at DARPA.

Whitney Wolfe (Intelligent Future) - CEO and Founder of Bumble, a social discovery app with a unique twist: encouraging women to make the first move. Using a modern day Sadie Hawkins concept, Bumble creates a selective and meaningful environment for connecting with and discovering new people.

Featured Sessions

Elephant on Madison Avenue (Workplace) - In a follow up to the SXSW 2016 Elephant in the Valley Keynote, the Elephant on Madison Avenue Featured Session will discuss sexual harassment and gender bias in the advertising industry and how it compares to tech.

Panelists: **Michele Madansky**, Michele Madansky Consulting; **Lisen Stromberg**, CEO and Founder of PrismWork; and **Leslie Wingo**, President and CEO SandersWingo

Collaborative Innovation in the Digital Health Age (Health) - In our increasingly interconnected world, the future of healthcare can at times read more like a Gene Roddenberry story than, well, the future. Join consumer wellness and big data giants as they discuss cross-industry partnerships and the convergence of health and IT that's delivering improved health outcomes and transforming the patient experience.

Panelists: **Alex Gorsky**, Chairman & CEO of Johnson & Johnson; **Ginni Rometty**, Chairman, President & CEO of IBM Corporation; and **Clay Johnston**, Dean at Dell Medical School, moderator

Is Government Disrupting Disruption? (Government) - Mark Cuban and other panelists will discuss how they're working both with and against government regulation in achieving successful disruption - particularly in regulated marketplaces such as ride-sharing, travel, ticketing, and now insurance.

Panelists: **Mark Cuban**, Entrepreneur and Investor; **Adam Lyons**, CEO, The Zebra, interviewed by **Michele Skelding**, Senior Vice President Global Technology and Innovation, Austin Chamber of Commerce

Music Festival:

The SXSW Music Festival announced additional artists set to perform at the 2017 event. Highlights are: Bash & Pop (Hudson, NY), CJ Fly (Brooklyn, NY), Kweku Collins (Evanston, IL), Delicate Steve (Frendon, NJ), Downtown Boys (Providence, RI), The Drums (New York, NY), Girlpool (Los Angeles, CA), Ider (London, UK- England), Imarhan (Tamanrasset, Algeria), Joan of Arc (Chicago, IL), La Dame Blanche (Pinar Del Rio, Cuba), LVL UP (Brooklyn, NY), Minus the Bear (Seattle, WA), Mothers (Athens, GA), PAWS (Glasgow, UK-Scotland), Roosevelt

(Cologne, Germany), SOHN (London, UK- England), Anna Von Hauswolff (Gothenburg, Sweden) and Charlotte Day Wilson (Toronto, Canada). Please note: This list is subject to change. For more information on the SXSW Music Festival, please click [here](#).

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