

SOUTH BY SOUTHWEST ANNOUNCES KEYNOTE JOSEPH LUBIN AND FEATURED SPEAKERS

Howard Schultz, Maria Shriver, Zoe Saldana, Jeff Zucker, Wyclef Jean, Margrethe Vestager, and more added to the Conference Lineup

Austin, Texas — October 9, 2018 — South by Southwest® (SXSW®) Conference and Festivals (March 8–17, 2019) has announced the addition of Keynote **Joseph Lubin** and a new round of Featured Speakers to the 2019 programming lineup.

Among the Featured Speakers revealed today are actor, comedian and writer **Ike Barinholtz**; VP of Amazon Web Services **Sandy Carter**; award-winning chef **Dominique Crenn**; cannabis rights activist **Steve DeAngelo**; actor **Jesse Tyler Ferguson**; Senior Advisor to the Obama Foundation and author **Valerie Jarrett**; musician **Wyclef Jean**; Director of the Digital Currency Initiative at the MIT Media Lab **Neha Narula**; author and entrepreneur **Neil Pasricha**; former Starbucks Chairman and CEO **Howard Schultz**; actress and entrepreneur **Zoe Saldana**; award-winning journalist and author **Maria Shriver**; EU Commissioner for Competition **Margrethe Vestager**; author **Frank Warren**; author and Kiip co-founder and CEO **Brian Wong**; actress and comedian **Sasheer Zamata**; CNN Worldwide President **Jeff Zucker**, and more.

Joseph Lubin is the Founder of ConsenSys, and co-founder of blockchain platform Ethereum, a decentralized application platform incorporating a virtual machine that executes peer-to-peer contracts based on cryptocurrency micropayments. Lubin joins previously-announced Keynotes **Shirley Manson** and **Lauren Mayberry** (Music), **Marti Noxon** (Film), and **Kevin Systrom** with **Josh Constine** (Interactive).

“Lubin is one of the foremost visionaries shaping the rapidly-developing blockchain industry, and as such we’re excited to have him as the first-ever Keynote complementing the Blockchain & Cryptocurrency track in the second half of SXSWWeek,” said Hugh Forrest, Chief Programming Officer. “The speakers announced today run the gamut of conference content, exemplifying our standing as the foremost destination for creative people to gain the skills, knowledge, and inspiration to achieve their goals.”

SXSW Conference programming is organized into 25 tracks divided between Interactive, Film, Music, and Convergence, presented in a variety of session formats. Once again, SXSW is offering expanded access to events for all registrants. Attendees will receive primary access to programming associated with their badge type but now also enjoy secondary entry to most other SXSW events.

Keynote

Joseph Lubin with Special Guest (Interactive) — Joseph Lubin is the Founder of ConsenSys, a blockchain production studio that develops applications and utilities for the next generation decentralized web: Ethereum. Joseph graduated cum laude with a degree in Electrical Engineering and Computer Science from Princeton, where he worked as research staff in the Robotics Lab and then at Vision Applications, Inc., a private research firm, in the fields of autonomous mobile robotics, machine vision and artificial neural networks. Later, Joseph moved to Kingston, Jamaica to work on a set of projects in the music industry. Two years into the music project, Joseph co-founded the Ethereum Project, and has been working on Ethereum — and more recently ConsenSys — since January 2014.

Featured Speakers

Activism, do it for the Culture Featured Session (Social & Global Impact) — Since 2016, “We the People” has taken on a renewed, urgent importance — mass protest and action have led to the rise of “the resistance” and catapulted the American Civil Liberties Union’s mission into the daily national conversation. With millions of new members, exponential growth in donations, and volunteers pouring in all across the country, the ACLU is facing a new challenge: How do you take an established organization about to turn 100 years old — the same organization that championed political freedom in 1920 — and make sure it’s nimble enough for the civil rights and civil liberties fights of today? Come hear from **Anthony Romero** (Executive Director, ACLU) in conversation with **Sasheer Zamata** (comedian, actress and writer), **Ike Barinholtz** (comedian, actor, writer, and director) and **Jesse Tyler Ferguson** (actor) to learn how we can all use our platforms for social good.

The Legacy of Apollo and the Next Giant Leap Featured Session (Intelligent Future) — The Apollo missions are arguably the most significant technological and exploration achievements the world has ever witnessed. Even though the space program was born out of the space race, what came out of Apollo was far more positive. As we come upon the 50th Anniversary of the first moon landing on Apollo 11, this session will look to the future of human space exploration. Join **Gen. Charlie Duke** (Apollo 16 astronaut and moon walker) **Gerry Griffin** (Former NASA Flight Director on Apollo missions), **Vanessa E. Wyche** (Deputy Director of the NASA Johnson Space Center), and **Bobak Ferdowsi** (Fault Protection lead for the joint NASA-ISRO mission at NASA JPL) as they discuss the obstacles that had to be overcome in order to reach the moon, the future return to the moon and the new horizon of Mars, and how exploring space can help make life better on Earth.

Localizing Food to Restore Human Health Featured Session (Food) — Join **Matt Barnard** (co-founder and CEO of Plenty), **Dominique Crenn** (award-winning chef and author), and **Mark Bittman** (Bestselling author) as they discuss the growing health impacts of homogenized foods and the democratization of access to the pure, clean food and flavors of our ancestors, bringing culture back to our tables, habits back to our cooking, and health back to humanity.

Blockchain Deathmatch: Permission-ed vs -less Session Featured Session (Blockchain & Cryptocurrency) — Join **Christopher Ferris** (CTO Open Technology, IBM), **Neha Narula** (Director of Digital Currency, MIT Media Lab), **Jimmy Song** (Bitcoin Developer, Programming Blockchain), and moderator **Cesare Fracassi** (Professor of Finance, University of Texas at Austin) for a conversation about permissioned (private) blockchains and permissionless (public) blockchains.

Scott Belsky (Design) — Scott Belsky is an executive, entrepreneur, author, and investor who now serves as Adobe's Chief Product Officer. Belsky's passion is to make the creative world more productive, connected, and adaptive to new technologies. He founded Behance, the leading online platform for the creative industry to showcase and discover creative work, and served as CEO until Adobe acquired Behance in 2012.

Sandy Carter and **Kathy Klotz-Guest** (Tech Industry & Enterprise) — Sandy Carter is VP at Amazon Web Services (AWS), focused on helping companies to innovate using technology. Carter is the Chairman of the Board of Girls in Tech and was honored twice with the AIT United Nations Member of the Year award for helping developing countries with technology. Kathy Klotz-Guest is the CEO and Founder of Keeping it Human.

Steve DeAngelo (Cannabusiness) — Steve DeAngelo is a pioneering lifelong cannabis entrepreneur, activist, author, and on-screen personality. He co-founded several iconic cannabis businesses and organizations: Harborside, Steep Hill Laboratory, the Arc View Group, and the National Cannabis Industry Association. DeAngelo's creative projects include his book, *The Cannabis Manifesto* and a Discovery Channel mini-series *Weed Wars*. He was a lead organizer and fundraiser for I-59, Washington DC's medical cannabis initiative, and is famed for his successful litigation against the Department of Justice, which halted DOJ's last-ditch 2011 campaign to shut down California's medical cannabis dispensaries.

Cindy Eckert (Health & MedTech) — Cindy Eckert is the Founder and CEO of The Pink Ceiling. Eckert's work today continues to break barriers by mentoring and investing in other women to get to her same outcomes. Over a distinguished 24-year career in healthcare, in only the last 10 she has started and sold two businesses for more than \$1.5B. First Slate Pharmaceuticals, which redefined long-acting testosterone treatment for men; then Sprout Pharmaceuticals, home of the first ever FDA-approved drug for low sexual desire in women (dubbed "female Viagra" by the media). After selling the company for \$1B in 2015, she successfully fought to get the drug back and launch it on her own terms. The profoundly positive impact those companies have made in people's lives is what keeps her coming back for more.

Ross Golan (Making & Marketing Music) — Ross Golan is a multi-platinum songwriter, artist, and advocate. He studied music at the University of Southern California and has since released songs with artists including Maroon 5, Justin Bieber, Nicki Minaj, Lady Antebellum, Michael Bublé, Selena Gomez, Keith Urban, Ariana Grande, Flo Rida and One Direction, amongst many

others. He has been the leading voice in passing the Music Modernization Act alongside NSAI, Sona, and NMPA. He's currently signed to Warner Chappell Music.

Valerie Jarrett (Cities, Government & Politics) — Valerie Jarrett was the longest serving senior adviser to President Barack Obama. She oversaw the Offices of Public Engagement and Intergovernmental Affairs and chaired the White House Council on Women and Girls. Jarrett has received numerous awards and honorary degrees, including *Time's* "100 Most Influential People." She is currently a senior adviser to the Obama Foundation and Attn, serves on the boards of Ariel Capital Management Holdings, 2U, and Lyft, is President of the Board of When We All Vote, a senior distinguished fellow at the University of Chicago Law School, and author of the upcoming book *Finding My Voice: My Journey to the West Wing and the Path Forward*.

Wyclef Jean (Music Industry & Culture) — Wyclef Jean has written, performed, and produced — both as a solo superstar and as founder and guiding member of the Fugees — for over two decades. In 1996, the Fugees released their monumental album *The Score*. As a solo artist, Wyclef has released seven albums that have sold nearly nine million copies worldwide. Wyclef is currently working on a new project, *Wyclef Goes Back to School*, which is a collaboration with students he met while touring the United States and visiting colleges across the country.

Austin Kleon (Design) — Austin Kleon is the *New York Times* bestselling author of three illustrated books: *Steal Like An Artist*, *Newspaper Blackout*, and *Show Your Work!* His forthcoming book, *Keep Going: 10 Ways to Stay Creative in Good Times and Bad* is set to release this spring. His work has been translated into over twenty languages and featured on NPR's *Morning Edition*, *PBS Newshour*, and in *The New York Times* and *The Wall Street Journal*.

Eric Klinenberg (Cities, Government & Politics) — Eric Klinenberg is Professor of Sociology and Director of the Institute for Public Knowledge at New York University. A prolific author and editor of *Cultural Production in a Digital Age* and the journal *Public Culture*, his scholarly work has been published in journals including the *American Sociological Review*, *Theory and Society*, and *Ethnography*, and he has contributed to *The New Yorker*, *The New York Times Magazine*, *Rolling Stone*, and more.

Howard Schultz (Social & Global Impact) — Recognized for his entrepreneurship and servant leadership, Howard Schultz built Starbucks Coffee Company into one of the world's most recognized and respected businesses, a company committed to strengthening communities through human connection and social innovation. After four decades with Starbucks, Schultz stepped down on June 26, 2018 and became chairman emeritus. Along with his wife, Shari, he is co-founder of the Schultz Family Foundation. Schultz is also the best-selling author of four books including his most recent title *For Love of Country: What Our Veterans Can Teach Us About Citizenship, Heroism, and Sacrifice*.

David Schwartz with **Sara Silverstein** (Blockchain & Cryptocurrency) — Known as “JoelKatz,” David Schwartz is the Chief Technology Officer at Ripple and a respected voice in the digital currency community. Schwartz developed encrypted cloud storage and enterprise messaging systems for organizations like CNN and the National Security Agency (NSA). Schwartz will be in conversation with Sara Silverstein, Editor-At-Large and Executive Producer for *Business Insider*. Silverstein is the host of *Business Insider* shows *Business Insider Today* and *Crypto Insider*.

Zoe Saldana with **Shira Lazar** (Entertainment Influencers) — Actress and entrepreneur Zoe Saldana will join actress and writer Shira Lazar in a conversation on the importance of positive messaging and role models on social platforms for millennial and Gen Z audiences, and how her new media company, *BESE*, is addressing this issue and the imbalance that exists today in mainstream media.

Maria Shriver (Health & MedTech) — Maria Shriver is the mother of four, a Peabody Award-winning and Emmy Award-winning journalist and producer, the author of seven *New York Times* bestselling books and a bestselling coloring book, an NBC News Special Anchor, and founder of the nonprofit The Women's Alzheimer's Movement. A trailblazer for empowering women and one of the nation's leading advocates for women and Alzheimer's sufferers, Shriver uses her journalism and her activism to inspire others to make a difference and move humanity forward. In 2018, she released the No. 1 *New York Times*-bestselling book, *I've Been Thinking...Reflections, Prayers and Meditations for a Meaningful Life*.

Margrethe Vestager (Cities, Government & Politics) — Margrethe Vestager is European Union Commissioner for Competition. She previously served as Minister for Economic Affairs and the Interior (2011–14) and Minister for Education (1998–2001) of Denmark, and as President of the ECOFIN Council (2012). She was Political Leader of the Danish Social Liberal Party (2007-14), and has worked for the Danish Ministry of Finance (1993–95). Ms. Vestager holds an MSc in Economics from the University of Copenhagen.

Building Trust in Distrustful Times Featured Session (Social & Global Impact) — According to the Edelman Trust Barometer trust in media, business and government are at an all time lows. We have never believed less, agreed less, or trusted less. Yet, building trust, and developing the community that surrounds it, remains imperative for any art project, online influencer, startup or brand. So what are the new ways to build trust and community online in an era of mistrust? Hear and ask questions from those who have done it and are doing it. What works? What Doesn't? And how do we figure out who to really believe and rally behind? Join PostSecret founder **Frank Warren** and *New York Times* bestselling author **Neil Pasricha** as they answer these questions.

Brian Wong (Blockchain & Cryptocurrency) — Brian Wong is the co-founder and CEO of Kiip, a mobile consumer engagement platform that advertises in “moments” in 10,000 apps. Wong has been recognized with many awards for his accomplishments and leadership, including *Forbes*' 30 under 30 for three years in a row and *Business Insider's* Top 25 Under 25 in Silicon Valley.

Wong recently launched his first book, *The Cheat Code*, published by Crown Business / Penguin Random House. *The Cheat Code* contains 71 bite-sized and virtually effortless shortcuts to get a leg up on the competition, garner attention for creative thinkers and their ideas, and to accelerate success.

Jeff Zucker (Media & Journalism) — Jeff Zucker has been the president of CNN Worldwide since 2013. He oversees all of CNN's businesses, including the CNN US television network, CNN International, HLN, all of CNN's digital properties, and Great Big Story. Prior to coming to CNN, Zucker spent more than two decades at NBC Universal, where he rose through the ranks to become the company's president and CEO. Zucker's ascent at NBC began during his nearly eight-year tenure as executive producer of NBC News' *Today* show.

There are still many ways to participate in SXSW 2019: the SXSW Film Festival is now accepting Feature Film, Short Film, Episodics, Music Video, and Virtual Cinema submissions through October 18, 2018. Texas High School Short and Title Sequence will accept [submissions](#) through December 13, 2018.

Artists can now [apply to showcase](#) at the 2019 Music Festival directly through SXSW. The application period closes on October 25, 2018.

In addition to applications to the Film Festival and Music Festival, SXSW is now accepting entries for the best digital creative work for the [Interactive Innovation Awards](#), inventive startups for [SXSW Pitch](#), and proposals for the [Place by Design](#) and [Art Program](#).

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film, and music industries. An essential destination for global professionals, the event features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2019 will take place March 8-17, 2019. For more information, please visit [sxsw.com](#). To register for the event, please visit [sxsw.com/attend](#).

SXSW 2019 is sponsored by Capital One, Mercedes-Benz, Bud Light, and The Austin Chronicle.

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