



Futurist, Keynote Speaker, Author, AR/VR & Tech Thought Leader, [Top 10 Tech Voice on LinkedIn](#)

“Cathy Hackl is a force of nature.” ~ Al Roker - Today Show Co-Anchor and CEO of Roker Media

“Get a glimpse into the future.” ~ Victoria Taylor, Community Editor at LinkedIn

Futurist, speaker, and author, [Cathy Hackl](#) is a globally recognized augmented reality, virtual reality, spatial computing and innovation thought leader. [LinkedIn](#) has named her one of the [Top 10 Technology Voices](#) in 2018 and 2019, the highest honor on the platform. Next Reality included her in their annual [Top 30 People to Watch in Augmented Reality for 2019](#) and she’s been shortlisted as Technology Evangelist of the Year by Women in IT Awards.

Cathy is currently working on her second book *The Augmented Workforce: How AI, AR, and 5G Will Impact Every Dollar You Make*. The book is slated to be published in late 2020. Cathy is also a professionally trained futurist and is using strategic foresight to help companies and brands prepare for emerging futures.

She recently worked as part of the Enterprise strategy team at Magic Leap where she helped drive communications and partner strategy for the company. Prior to that, Cathy was the lead futurist at You Are Here Labs, where she led agencies, brands and companies in applying Augmented Reality and Virtual Reality for marketing and training working with brands like AT&T & Porsche.

Hackl worked as a VR Evangelist for HTC VIVE during the launch of its enterprise VR headset and during the company’s partnership with Warner Brothers’ blockbuster, Ready Player One. She’s the co-author of *Marketing New Realities*, the first VR AR marketing book ever written. She also worked as Chief Communications Officer for cinematic VR studio Future Lighthouse, where she collaborated on projects with Sony Pictures Entertainment, Oculus, Beefeater, and William Morris Endeavor.

Hackl has been featured in media outlets like Forbes, Barron’s, Salon, VentureBeat, Digiday, Tech Target, CMO.com, and Mashable. She is a global advisor for VR AR Association and was recognized in 2016 by NBC News as one of the top Latina women working in VR.

Before working in spatial computing and technology, she worked as a communicator at media companies such as CNN, Discovery, and ABC News and was nominated in 2007 for an EMMY Award for her storytelling work. She's also the creator of the world's first holographic press release and loves all things spatial computing, artificial intelligence and futurism.