



Futurist & Author of The Augmented Workforce
AR/VR 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

[Cathy Hackl](#) is a leading futurist and tech/media executive specializing in the impact emerging technologies like AR, VR, and AI, are having on communications and business.

[LinkedIn](#) has recognized her for two years in a row as one of the Top Technology Voices on the platform globally, its highest honor. Hackl has worked on enterprise strategy, innovation, communications, developer marketing strategy, and business evangelism with brands like UPS, HTC VIVE, Mozilla, Sony Pictures, Magic Leap, and Adobe.

She has been shortlisted as Technology Evangelist of the Year 2020 by the Women in IT Awards and is working on her second book, *The Augmented Workforce: How AI, AR, & 5G Will Impact Every Dollar You Make* (coming in the winter).

Cathy is a professionally trained futurist and uses strategic foresight and futures intelligence to harness weak signals and today’s emerging trends and help companies and brands future-proof their long term strategic planning.

Hackl has been featured in media outlets like CNBC, CNN, NBC News, Forbes, Barron’s, Salon, VentureBeat, Digiday, Digital Trends, 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 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.