

## Sara M. Watson

Independent Industry Analyst and Technology Critic

Sara M. Watson is an independent industry analyst and technology critic. Her intersectional career covering emerging technology, data, privacy, and tech policy bridges industry, policy, and academia. Sara has covered emerging tech trends for enterprise tech business leaders as a principal analyst at Forrester, Insider Intelligence, and the Gartner Research Board. Sara has been a fellow at the Berkman Klein Center for Internet and Society at Harvard University where her work on personal data and privacy raised awareness of data's role in the digital economy. As a fellow at the Tow Center for Digital Journalism at Columbia University, her research on the media's evolving coverage of technology advocated for more constructive technology criticism.

As a sought-after keynote speaker, Watson helps audiences understand the ways emerging technologies are reshaping business and society, and the opportunities they present for organizations to innovate and operate ahead of the curve. Using accessible, concrete examples, captivating visuals, and a healthy dose of wit and humor in her presentations, Watson's grounded insights into the possibilities, challenges, and ethical considerations of artificial intelligence, big data, and other emerging tech advancements offer a strategic vision for organizations in any industry. She is not afraid to get provocative in offering constructive criticism of the present while imagining alternative visions for our relationship to technology in the future. With her diverse experience, Watson is able to translate across a wide range of audiences, from industry, to academia, to civil society and policy makers, and consumers alike. She leaves audiences feeling the urgency of the challenges and opportunities that emerging technologies pose, while also feeling empowered and motivated for change.

Her writing appears in *The Atlantic*, *Wired*, *The Washington Post*, *Slate*, *Motherboard*, and other publications, and her work has been cited in the *Financial Times* and *The New Yorker*. Watson holds an MSc in the Social Science of the Internet with distinction from the Oxford Internet Institute and graduated from Harvard College magna cum laude with a joint degree in English and American literature and film studies. She spent much of the last decade living in Singapore and China and is now based in New York City.