

Sara M. Watson

Independent Industry Analyst and Technology Critic

The Agency Interface: Designing for Agency in Our Relationship with Artificial Intelligence. We are at a point in time where we're seeing a major systems upgrade to the interfaces that shape our relationship with technology, as well as technology's impact on business and society. In this talk, Sara M. Watson, a widely respected industry analyst and tech critic provides audiences with a fascinating high-level overview of the possibilities for AI to change the ways we live and work. She gives special attention to how the design principles of the new agency interface will preserve our human agency, while enabling us to delegate the appropriate level of agency to AI. As she shares, dialogue, co-creation, and trust are essential elements of the Human-AI dynamic.

The Keys to Ethical and Responsible Tech Innovation. Technology has a trust problem. And it's not limited to the threats posed by emerging technologies, or the power amassed by Big Tech. Every company is accountable for tech's impacts on their stakeholders and it's time for tech leaders to deliver a responsible and ethical technology strategy that earns trust and drives sustainable differentiation. In this talk, tech expert and analyst Sara M. Watson leads a deep dive into the emerging technologies that are transforming the business landscape, such as Generative AI. As she talks through the opportunities new tech presents for organizations to innovate, she also highlights the ethical challenges, while spurring those in the room to consider how they can implement new technologies to support their business objectives in responsible ways.

Caring for Cassandra. Cassandra had the gift of prophecy and suffered the curse of not being believed. Many of our staunchest tech critics today are marginalized for their resistance and refusal. What if we heeded Cassandra's warnings? Modern day Cassandras of tech — the whistleblowers, critical researchers, and organizers like Timnit Gebru, Rumman Chowdhury, Meredith Whittaker, and Frances Haugen — risk their careers to sound the alarm bells. This talk explores the role of the modern Cassandra and reimagines how the curse can be broken with collective support her visions for the future.

Big Tech and the Techlash. In this talk, independent industry analyst and technology critic Sara M. Watson takes a look at the evolution of criticism in tech coverage, emerging global policies, and governance models to regulate technology, while offering practical insights for how we can move toward a more constructive evaluation of technology.

Moderating and Interviewing. In addition to her keynotes, Sara M. Watson is equally skilled at leading discussions for conference panels, fireside chats, and book talks. She is passionate about facilitating insightful conversations on a wide range of subjects related to technology and society.