



## Cathy Hackl

**Futurist, Top Tech Voice on LinkedIn & VR AR Thought Leader**

*"The Godmother of the Metaverse"*

Cathy Hackl is a leading tech futurist and globally recognized business leader with deep experience working in metaverse-related fields. Cathy is the founder and Chief Metaverse Officer at Journey, where she leads Journey's Metaverse Studio, working with the world's top brands on metaverse/Web3 strategies, NFTs arming and virtual couture. In 2023, Cathy launched VerseLuxe, a luxury tech label, that is apart label and part lab.

### TOPICS:

- Future of any Industry
- Future of Leadership
- Direct to Avatar
- Marketing to Robots
- Augmented Reality
- Virtual Reality
- Human Centered Artificial Intelligence
- Futurism
- Personal Branding for Women in Tech

### IN DETAIL:

Cathy is largely credited with being the first professional to be bestowed the title of Chief Metaverse Officer. She has featured in 60 Minutes+, CNBC and WIRED's coverage of the metaverse and is a contributor to Forbes. She was the chairwoman of the inaugural Metaverse Fashion week and is the author of three books. Big Think named Cathy as one of the top 10 most influential women in tech in 2020 and in 2021 she was included in the prestigious Thinkers 50 Radar list of the 30 management thinkers most likely to shape the future of how organisations are managed and led.

### WHAT SHE OFFERS YOU:

More than 15 years working in tech and media and her deep experience working in the emerging tech industry equip her perfectly to address audiences across industries and sectors interested in what the future holds and what they can do today to become better leaders, innovators and future smart.

### LANGUAGES:

She presents in English.

### PUBLICATIONS:

2021 The Augmented Workforce  
2017 Marketing New Realities  
2023 Into the Metaverse

### HOW SHE PRESENTS:

Cathy specifically tailors and customises her approach to each speaking engagement to ensure that she delivers the best results for your event and delivers value to your audience.

