



First Round of Speakers Revealed for PromaxBDA Europe 2018

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Alexander Bard, Tom Goodwin, Meghan Kirsch and Sumalya and Yusuf Omar are among the first round of speakers to be revealed ahead of PromaxBDA Europe 2018 in Rome, Italy, the association said Tuesday.

Bard is a Swedish cyberphilosopher, music producer and international speaker. He co-authored The Futurica Trilogy with Jan SÅ¶derqvist, and those three books have been translated into more than 20 languages. Most recently, Bard and SÅ¶derqvist released a book titled Synthesis: Creating God in the Internet Age, in which the two set out to construct a new metaphysical system for the digital age.

Goodwin is executive vice president of innovation at Zenith USA, where he develops insights into new technology, behaviors and platforms and consults with clients on how best to take advantage of these new opportunities. He has a strong social media following across LinkedIn, where he was voted the top voice in marketing, and Twitter, where Business Insider ranked him as one of the top 30 people to follow. He serves as a columnist for The Guardian, TechCrunch and Forbes and is a frequent contributor to The World Economic Forum Agenda, GQ, Ad Age, Wired, Adweek and Digiday.

Kirsch was promoted to senior vice president of marketing and creative for Viceland in December 2017, after joining the network in June 2016. She oversees the network's overall brand strategy, supporting Viceland and its programming through on- and off-air creative, paid and social media, and brand partnerships and promotions. Prior to joining Viceland, Kirsch spent ten years working on the various networks of A+E, including A&E, History, H2, FYI and LMN.

Yusuf and Sumalya Omar are husband-and-wife co-founders of Hashtag Our Stories, which works with citizens and journalists alike to tell their stories via their mobile phones and social media. Yusuf has been reporting international stories using just his phone since 2010, and was senior social reporter at CNN and mobile editor at the Hindustan Times where he taught 750 journalists the ins and outs of mobile reporting.

The PromaxBDA Europe Conference and Awards 2018 will be held March 12-13 at the Rome Cavalieri Waldorf Astoria.