



# Daniel Sieberg

Former Co-founder of Civil & Former Senior Executive at Google



## CSA CELEBRITY SPEAKERS

Daniel Sieberg is former co-founder and head of journalism operations for Civil, which is a cutting-edge new startup that couples decentralized news content with the blockchain architecture and cryptocurrency. He was previously co-founder of the News Lab at Google and a senior marketing executive there for six years; he also served often as official Google spokesperson.

### "Business Broadcasting All-Star' Portfolio magazine"

#### In detail

At Google, Daniel explored how newsrooms and businesses benefited from the techniques of design thinking/sprints, growth mindset and collaborative ways of tackling any new challenges. Daniel has worked on Google's brand team and led global projects in marketing. Prior to joining Google in 2011, Daniel was an award-winning technology correspondent and anchor/analyst for CNN, CBS News, ABC News, BBC News and MSNBC dating back to 2000. He has also contributed to the BBC, Bloomberg, Al-Jazeera, Discovery Channel, NPR, PBS, Details and the Washington Post. His work includes reporting across four continents and covering stories that include swimming with sharks, zero gravity (twice) and interviewing many tech luminaries like Bill Gates and Steve Wozniak.

#### What he offers you

The author of the seminal book, *The Digital Diet*, about a healthy approach to consuming technology and with his finger firmly on the pulse of the digital age, blockchain architecture and cryptocurrency, Daniel uses his considerable expertise to offer business audiences useful, actionable strategies covering marketing, social media, new technologies and the environment.

#### How he presents

An award-winning reporter & host, Daniel Sieberg has been a featured speaker and a highly respected moderator at events all over the world. With a captivating style, humour and wisdom, he entertains, informs and motivates global corporate audiences.

#### Topics

- Why I Left Google - Taking Career Risks & Making Hard Decisions
- Design Thinking, Growth Mindset - Are You & Your Teams Thinking Differently?
- Blockchain / Cryptocurrency - What Does It All Mean? Why Should We Care?
- Marketing Techniques Tomorrow - How Do You Best Reach Your Next Customer?
- Healthy Tech and Healthcare - What's Ahead for Our Wellbeing?
- A.I. & Machine Learning - Are The Robots Coming To Get Us?
- News You Can Use - How Will News Survive and Thrive In The Future?
- Immersive Storytelling - Why Should We Care About VR?

#### Languages

He presents in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone or e-mail us.

#### Publications

##### 2011

*The Digital Diet: the four-step plan to break your tech addiction and regain balance in your life*

#### Credentials

Webby award of distinction

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Nominated for five News and Documentary Emmy Awards

Daniel has won accolades from the likes of the Society of Environmental Journalism and the World Technology Awards