

BIOGRAPHY:

Amber Mac

Innovation Speaker | Co-host of *Marketing Disrupted* and *The AI Effect*

Considered by many to be the go-to expert on anything to do with technology, Amber Mac helps companies and audiences to stay ahead of the curve. She is an industry veteran, renowned as a journalist, moderator, entrepreneur, consultant, and bestselling author. Whatever the setting, Mac offers clarity of understanding and a passion for digital innovation in all forms.

Mac started her career in San Francisco and Boston during the dot-com boom, with several roles including as a strategist for Razorfish. Since then, she has keynoted at more than 400 events around the world and has moderated sessions with everyone from Prime Minister Justin Trudeau to former FBI Director James Comey to famed astronaut Chris Hadfield. She's currently the co-host of two podcast series: *Marketing Disrupted* and the award-winning *The AI Effect*.

In 2010, Mac wrote the national bestselling business book *Power Friending*, followed by the Amazon bestseller, *Outsmarting Your Kids Online*, which she co-wrote in 2016. She also a regular business host and expert for *Fast Company*, *Newsweek*, *CNN*, *Bloomberg*, *CBS*, *BNN*, *CTV*, *The Marilyn Denis Show*, and *SiriusXM*. In 2018, she was named one of DMZ's 30 inspirational women making a difference in tech, and she is recognized internationally as an innovation and technology leader.