



SOUTH BY SOUTHWEST ANNOUNCES NEW KEYNOTE CONVERSATION AND MORE FEATURED SPEAKERS

Keynote Conversation with Bumble Founder and CEO Whitney Wolfe Herd, The Blackstone Group's Jon Korngold, and CBS This Morning Co-Host Gayle King Announced

Psychotherapist, Author, and Journalist Lori Gottlieb Announced as Opening Speaker

Featured Speakers Announced Include T Bone Burnett, Troy Carter, Anil Dash, Vince Gilligan, Peter Gould, Steven Levy, Bob Odenkirk, Maria A. Ressa, Susan Rogers, Angela Roseboro, Jerry Saltz, Rhea Seehorn, M. Night Shyamalan, Nicole Wong, and More

Austin, Texas — December 10, 2019 — South by Southwest® (SXSW®) Conference and Festivals (March 13-22, 2020) has announced the addition of a Keynote Conversation, Opening Speaker, and new Featured Speakers for the 2020 event, celebrating the convergence of technology, film, and music industries.

The Keynote announced today includes Bumble CEO and Founder **Whitney Wolfe Herd**, and Blackstone's Global Head of Growth Equity **Jon Korngold** in conversation with *CBS This Morning* co-host **Gayle King**.

"Whitney Wolfe Herd's journey from entrepreneur to CEO of one of the most successful tech companies focused on connecting people embodies the spirit of creativity and innovation that is inherent to SXSW." said Hugh Forrest, Chief Programming Officer. "The event continues to be a unique destination for learning and discovery, and we're honored to bring together so many influential voices and business leaders next March."

SXSW has also announced that psychotherapist, *New York Times* bestselling author of *Maybe You Should Talk to Someone*, and nationally recognized journalist **Lori Gottlieb** will be the Opening Speaker.

The SXSW Conference is organized into 22 programming tracks, covering Interactive, Film, Music, and Convergence topics and presented in a variety of session formats.

Newly-announced SXSW 2020 Keynotes include:

- Founder and CEO of Bumble **Whitney Wolfe Herd**, and Blackstone's Global Head of Growth Equity **Jon Korngold** in Conversation with *CBS This Morning* co-host **Gayle King** (Interactive)

Newly-announced Featured Speakers include:

- TBWA\Media Arts Lab Global Chief Creative Officer **Brent Anderson** (Advertising & Brand Experience)
- Actor, entrepreneur and founder of Belushi's Farm **Jim Belushi** (Cannabusiness)
- Entrepreneur, activist and writer **Anil Dash**, and writer and News Editor of *The Root* **Monique Judge** (Connection & Culture)
- Psychotherapist, *New York Times* bestselling author of *Maybe You Should Talk to Someone*, and nationally recognized journalist **Lori Gottlieb** (Connection & Culture)
- Journalist and author **Steven Levy** (Tech Industry & Enterprise)
- Boston Dynamics Founder and Chairman **Marc Raibert** (Tech Industry & Enterprise)
- Professor, sound engineer and record producer **Susan Rogers** (Creating & Monetizing Music)
- Riot Games Chief Diversity Officer **Angela Roseboro** (Game Industry)
- *New York Magazine* and *Vulture* senior art critic **Jerry Saltz** (Design)
- Screenwriter, director and producer **M. Night Shyamalan** (Film & TV Industry)
- eOne Music Global President **Chris Taylor** (Creating & Monetizing Music)

Newly-announced Featured Sessions Include:

- *The Age of Surveillance Capitalism* (Tech Industry & Enterprise): A conversation on the emergence of surveillance capitalism as the dominant form of information capitalism — and its implications for individuals, society, and democracy in the 21st century — with producer, musician and songwriter **T Bone Burnett**, and author and scholar **Shoshanna Zuboff**.
- *Better Call Saul* (Making Film & Episodics): a conversation with *Better Call Saul* co-creators and executive producers **Vince Gilligan** and **Peter Gould**, actor **Bob Odenkirk**, and actress **Rhea Seehorn**.
- *The Future of Independent Media* (Media & Journalism): a discussion about what journalism will look like in 10 years: the evolving relationship between audiences and journalists, how journalism will be funded in the future and the intersection of technology and independent media, with Director of Investments, Independent Media for Luminate **Nishant Lalwani**, Rappler CEO **Maria A. Ressa**, and Principal of NWong Strategies **Nicole Wong**.

- *The Music World Beyond Streaming* (Future of Music): a conversation about authenticity and brand partnerships in music, with President, CMO, and founding partner of WeTransfer **Damian Bradfield** and founder and CEO of Q&A **Troy Carter**.

SXSW dedicates itself to helping creative people achieve their goals. Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film, and music industries. An essential destination for global professionals, the event features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2020 will take place March 13 - 22, 2020. For more information, please visit sxsw.com. To register for the event, please visit sxsw.com/attend.

###

Press Contacts:
Brett Cannon
Jody Arlington
Elizabeth Derczo
Heather Kaplan
press@sxsw.com
512-467-7979