



Daniel Sieberg

Author of 'The Digital Diet', Senior Executive at Google,
Award-winning Reporter & Host



CSA CELEBRITY SPEAKERS

Daniel Sieberg is the head of innovation skills for the News Lab at Google, a team focused on the intersection of technology and media and fostering a healthy industry eco-system. Daniel explores how newsrooms and businesses can benefit from the techniques of design thinking/sprints, growth mindset and collaborative ways of tackling any new challenges.

"Business Broadcasting All-Star' Portfolio magazine"

In detail

Daniel has worked on Google's brand team and led global projects in marketing and often serves as Google spokesperson on a variety of initiatives. Daniel has previously worked as an Emmy-nominated science and technology reporter at places like CBS News, ABC News, CNN and the Vancouver Sun. 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

Daniel Sieberg has received extensive leadership skills training at Google including a top-level in-depth program and he loves the opportunity to discuss and share new ideas with other like-minded leaders. With his finger firmly on the pulse of the digital age, Daniel uses his considerable expertise to offer business audiences useful, actionable strategies covering marketing, social media, new technologies and the environment.

How he presents

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.

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

A Wilbur

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

Topics

Immersive Storytelling - 360, VR, MR, AR

Design Thinking, Growth Mindset

Data - and How to Use it Effectively

Future Tech for Consumers

The Mobile (r)evolution

Brand Perception

Marketing Techniques for the 21st Century

Healthy Tech and Healthcare Tech

Internet of Things

A.I. and Machine Learning