



## Cathy Li

**Head of AI, Data and Metaverse at World Economic Forum**

*"A visionary leader at the forefront of innovation in AI"*

Cathy Li is the Head of AI, Data and Metaverse; Deputy Head of C4IR; Member of the Executive Committee; previously Head of Shaping the Future of Media, Entertainment and Sport at the World Economic Forum since 2018, responsible for Forum initiatives including Global Digital Safety Coalition and Defining and Building the Metaverse.

### TOPICS:

- Defining and Building the Metaverse
- Data Science
- Metaverse Technologies
- Ethical AI and Responsible Innovation
- Strategic Foresight and Future Trends

### IN DETAIL:

Cathy, who earned an MBA from Columbia Business School, was previously a Partner at GroupM, WPP's media investment arm. She held various leadership positions at WPP, including digital media buying, data and analytics, content, strategic consulting and financial communications in London, New York and Beijing. She is recognised as a thought leader and influencer in the global tech community, with a strong presence in international conferences, media, and academic circles.

### LANGUAGES:

She presents in English.

### WHAT SHE OFFERS YOU:

Cathy is a sought-after speaker and thought leader, known for her insightful perspectives on emerging technologies and their societal implications. With a wealth of experience in both technological advancements and strategic foresight, she has made significant contributions to shaping the future landscape of these domains.

### HOW SHE PRESENTS:

With a deep commitment to fostering collaboration across sectors and bridging the gap between technology and policy, Cathy continues to inspire and empower organisations to navigate the complexities of our rapidly evolving digital age.