

SOUTH BY SOUTHWEST ANNOUNCES NEW WAVE OF FEATURED SPEAKERS

Apple SVP Eddy Cue, YouTube CEO Susan Wojcicki, Waymo CEO John Krafcik, Director Rian Johnson, and more added to the 2018 Conference Lineup

Austin, Texas – January 30, 2018 – South by Southwest® (SXSW®) Conference and Festivals (March 9-18, 2018) has announced the latest additions to the Featured Speaker programming lineup for the 2018 event.

Speakers announced today include internationally renowned chef **José Andrés**; Apple's Senior Vice President of Internet Software and Services **Eddy Cue**; award-winning actress, writer, and director **Lena Dunham**; actor and writer **Ethan Hawke**; *Star Wars VIII: The Last Jedi* director **Rian Johnson**; entrepreneur and model **Karlie Kloss**; Waymo CEO **John Krafcik**; Oscar-winning director, writer and producer **Spike Lee**; activist and technologist **Chelsea Manning**; *Westworld* cast members **Evan Rachel Wood**, **James Marsden**, and **Jeffrey Wright**; YouTube CEO **Susan Wojcicki**; and many more.

"The speakers announced today feature a diverse group of leaders and innovators that make SXSW the foremost destination for creative people," said Hugh Forrest, Chief Programming Officer. "As SXSW celebrates the 25th year of Interactive and Film, the cross-industry talent announced today reflects the ongoing convergence of the modern world, the [trends](#) we see throughout our programming, and the paramount reason for our now unified conference experience."

Keynote speakers already announced for SXSW 2018 include **Darren Aronofsky** (Film), **Ta-Nehisi Coates** (Convergence), **Lyor Cohen** (Music), **Melinda Gates** (Convergence), **Barry Jenkins** (Film), **Sadiq Khan** (Convergence), **Esther Perel** (Interactive), and **whurley** (Convergence).

Explore the full list of previously announced [Featured Speakers](#), as well as the full list of Conference programming on the [online schedule](#).

SXSW Conference programming is organized into 24 Tracks divided between Interactive, Film, Music, and Convergence, presented in a variety of session formats. Continuing last year's initiative, SXSW is offering expanded access to events for all registrants. Attendees will receive primary access to programming associated with their badge type but now also enjoy secondary entry to most other SXSW events. To register for the event, please visit sxsw.com/attend. SXSW's next registration deadline is February 9, 2018.

Featured Speakers

60 MINUTES: TV's Most Successful Newscast Featured Session (News & Journalism) - Hear the stories and the backstories about the original television news magazine that's been the favorite of Americans for generations. What keeps *60 Minutes* ticking on in its record 50th season? Find out in a frank, humorous and insightful interview with its Executive Producer **Jeff Fager** conducted by *60 Minutes*'s own **Lara Logan**.

José Andrés and **Dana Cowin** (Food) - Named one of *Time's 100 Most Influential People* and "Outstanding Chef" by the James Beard Foundation, José Andrés is an internationally-recognized culinary innovator, author, educator, television personality, humanitarian and chef/owner of ThinkFoodGroup. Dana Cowin has been a tastemaker, talent scout and innovator in media for the past 30 years. Her scope spans magazines, digital, social, books, restaurants, TV, video, radio and events, as an influencer with wide reach in the food world. José Andrés and Dana Cowin will join Andrew Zimmern in [conversation](#).

Amber Venz Box (Startup & Tech Sectors) - Amber is the President and Co-Founder of rewardStyle and LIKEtoKNOW.it. A digital style influencer herself, Amber Venz Box conceptualized and launched rewardStyle at the age of 23 as a solution to monetize her fashion blog, [venzedit.com](#). Amber has worked on all sides of the fashion industry: as a shop girl, an editorial stylist, a fit model, a retail buyer, and a jewelry designer. Her intimate understanding of the fashion industry, along with first-hand experience as an influencer, has helped to fuel rewardStyle's global success.

Business on the Blockchain Featured Session (Intelligent Future) - Cryptocurrencies, distributed applications, and blockchain technology have all grabbed the public spotlight recently, but they sometimes seem to be evolving in separate silos. If we are to achieve an integrated Internet of Value that serves everyone, can we — should we — strive to bring them together? And what exactly does "enterprise blockchain" mean, anyway? Join **Brian Behlendorf** (Executive Director, Hyperledger) and **Amber Baldet** (Blockchain Lead, JPMorgan and Financial Industry Chair, Enterprise Ethereum Alliance) as they discuss what business might look like in a blockchain-enabled future and how the choices we make today — some incredibly technical, some undeniably human — are shaping the next generation of e-commerce.

Eddy Cue with **Dylan Byers** (Startup & Tech Sectors) - Eddy Cue is Apple's Senior Vice President of Internet Software and Services. Eddy oversees Apple's industry-leading content stores including the iTunes Store and Apple Music, as well as Apple Pay, Maps, Search Ads, Apple's innovative iCloud services, and Apple's productivity and creativity apps. Eddy also leads the newly created team responsible for developing all aspects of Apple's worldwide video programming. Eddy's team has an excellent track record of building and strengthening online services to meet and exceed the high expectations of Apple's customers. Dylan Byers is a Senior Reporter at CNN and the author of *Pacific*, a new venture on the business, culture and politics of innovation that launches this March.

From CBGB to the World: A Downtown Diaspora Featured Session (Music Culture & Stories)

- Was it the sizzle or the steak—the fashions or the music, the images or the sounds — that made a tiny dive bar’s influence expand and persist in such an outsized way, even today? Was the abrupt shift in rock music styles in the late seventies and early eighties merely an idea whose time had come? Or was it, instead, individual, unique creative efforts — by members of the likes of Television, Talking Heads, Patti Smith, and the Ramones — that made all the difference? Featuring: **Chris Frantz, Julia Gorton, Richard Lloyd, Chris Stamey, and Tina Weymouth.**

Lena Dunham with **Samantha Barry** (Entertainment Influencers) - Lena Dunham is an actor, writer, director, producer, and philanthropist. She starred in and served as executive producer, writer, and director for HBO’s hit series *Girls*, which wrapped after six critically acclaimed seasons last spring. She has been nominated for eight Emmy Awards and has won two Golden Globes, including Best Actress for her work on *Girls*. Samantha Barry is the editor-in-chief of *Glamour*. Barry oversees all content development, production and consumer experiences for *Glamour’s* digital, social, video and print platforms.

The Female Voices of Film Twitter Featured Session (Film & TV Industry) - Fresh from the publication of her new book (*Backwards & In Heels*) chronicling the past, present and future of women in the film industry, *Fandango* correspondent and author **Alicia Malone** will moderate on the importance of the female voice in film commentary and social media. Joining Malone will be some of today's best and brightest female film pundits including **Amy Nicholson** (*Variety*, *The Canon*), and **Monica Castillo** (*New York Times*) who will provide advice for both aspiring journalists and filmmakers seeking to break into this industry to tell their stories on the big screen.

Ethan Hawke (Entertainment Influencers) - Ethan Hawke is a Tony- and four-time Academy Award-nominated actor and writer, whose diverse career as a novelist, actor, director, and screenwriter spans more than three decades. *Blaze* is his most recent foray into directing, which he also wrote and produced with his production company Under the Influence Productions. His other directing credits include *Chelsea Walls*, *The Hottest State* and the critically acclaimed documentary *Seymour: An Introduction*. His upcoming work includes Paul Schrader’s timely political and environmental thriller *First Reformed*. After the film screened at the 2017 Venice, Telluride and Toronto Film Festivals it was acquired by A24 and will release it in 2018.

Rian Johnson and **Ram Bergman** (Entertainment Influencers) - Rian Johnson is a Director, writer and musician, among other things. His first feature film *Brick* was released in 2005 which received great critical and audience acclaim. Rian has written and directed features *Brothers Bloom* and *Looper*. Having just released *Star Wars VIII: The Last Jedi*, Rian is already writing his next independent feature. Producer Ram Bergman has fostered a successful partnership with director Rian Johnson, working together on four films over the last 15 years. Their

collaborations include *Star Wars: The Last Jedi*, Johnson's time-travel thriller *Looper*, as well as his earlier works *The Brothers Bloom* and *Brick*.

Karlie Kloss, Guy Raz and Eric Liedtke (Social Impact) - It takes open eyes to see what we can change for the better and curiosity to dig deep. It takes creativity to turn ideas into action, and just a single voice to speak. We live in a world where the brands we love can help solve the issues we care about, and where one person's story, shared at scale, can inspire a movement. In conversation with Guy Raz, hear how learning to code inspired supermodel and entrepreneur Karlie Kloss to launch a nonprofit that empowers girls to learn to code and becomes leaders in tech, and how Adidas Head of Global Brands Eric Liedtke channeled the power of sport as a connector to change the industry so we can protect our oceans and world around us. Forward-facing and driven to create a better tomorrow, make your next move to be in it for good.

John Krafcik (Intelligent Future) - John Krafcik is the CEO of Waymo, the self-driving technology company with a mission to make it safe and easy to move people and things around. Under John's leadership, Google's self-driving car project became Waymo, an independent Alphabet Inc. company. Since then Waymo has test-driven the world's first fleet of self-driving vehicles on public roads without a driver at the wheel, completed 4 million autonomous miles, and struck up partnerships with Fiat Chrysler Automobiles, Lyft, Avis and more. In 2018, Waymo will launch an autonomous ride-hailing network to the public, beginning in Phoenix, Arizona.

Spike Lee (Entertainment Influencers) - Oscar winner Spike Lee is a director, writer, actor, producer, author and NYU Grad Film tenured professor whose body of work continues to grow. Recent projects include Lee's filming of the play *Pass Over*, currently premiering at Sundance. He also directed the hit Netflix series *She's Gotta Have It*, which will be returning for a second season, and has just finished principal photography on his latest project, *Black Klansmen*. Lee has directed and produced over 30 films since his first feature film, the independently produced *She's Gotta Have It*. Lee continues to produce cinematic works of art that display his skill and ability to showcase outspoken and provocative socio-political critiques that challenge cultural assumptions about race, class and gender identity.

Chelsea Manning in conversation with **Sally Singer** (Social Impact) - Chelsea E. Manning is a technologist and network security expert whose actions have shown the power of individuals to change the world through bravery, conscience, and determination. She speaks on the social, technological and economic ramifications of Artificial Intelligence, and on the practical applications of machine learning. She is a vocal advocate for government transparency and queer and transgender rights. She is a Democratic candidate for US Senate in Maryland. Sally Singer is the Creative Digital Director of *Vogue*. In this post, which she has held since 2012, she oversees all content and creative direction for *Vogue.com*, social media platforms and partnerships, as well as original video production.

Tatiana Maslany (Entertainment Influencers) - Tatiana Maslany is an Emmy Award-winning Actress who has garnered numerous accolades for her film and television roles. In 2010 she received the Sundance Breakout Actress Award, in 2014 she was nominated for a Golden Globe Award and in 2015 she received her first Emmy Award nomination, going on to win the Emmy Award for Outstanding Lead Actress in a Drama Series in 2016. This past year brought Maslany to the large and small screen, with a starring role opposite Jake Gyllenhaal in the film *Stronger* based on a memoir by a Boston Marathon bombing survivor and the 5th and final season of BBC America's *Orphan Black*.

Kara Swisher (News & Journalism) - Kara Swisher is the executive editor of *Recode*, the business and technology brand from Vox Media; host of the *Recode Decode* podcast, a bi-weekly interview series with the most influential business leaders; and co-executive producer of the Code Conference, a premier series that hosts hard-hitting interviews with the media and tech industry's leading players. Kara Swisher will join a [conversation](#) with CNN chief international correspondent, **Christiane Amanpour**.

Westworld Featured Session (Entertainment Influencers) - Cast members **Evan Rachel Wood**, **James Marsden**, and **Jeffrey Wright** of the HBO drama series *Westworld* will join showrunners and creators **Jonathan Nolan** and **Lisa Joy** for an inside look at the award-winning show, which will return for its second season this spring.

Susan Wojcicki with **Nicholas Thompson** (Startup & Tech Sectors) - Susan Wojcicki is CEO of YouTube, the world's most popular digital video platform used by a billion people across the globe to access information, share video, and shape culture. She oversees YouTube's content and business operations, engineering, and product development. Nicholas Thompson is the editor-in-chief of *WIRED*. Thompson previously served as editor of *NewYorker.com* and senior editor at *WIRED*.

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. The event, an essential destination for global professionals, 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 2018 will take place March 9-18, 2018.

SXSW 2018 is sponsored by Capital One, Mercedes-Benz, Bud Light, and The Austin Chronicle.

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