



SXSW ANNOUNCES KEYNOTE REGGIE FILS-AIMÉ AND SECOND ROUND OF FEATURED SPEAKERS

*Founder and Managing Partner of Brentwood Growth Partners Reggie Fils-Aimé
Announced as Keynote*

Featured Speakers Announced include Tyler "Ninja" Blevins, Julia Cheek, Maëlle Gavet, Ann Hiatt, Jeffrey Katzenberg, Emily Ma, Ghazi, Hari Ravichandran, Andrew Zimmern, and many more

Austin, Texas — December 7, 2021 — South by Southwest® (SXSW®) Conference and Festivals has announced the addition of Keynote **Reggie Fils-Aimé** and the second round of Featured Speakers for the 36th edition of its annual Conference, which celebrates the convergence of the technology, film, and music industries. Fils-Aimé is the founder and managing partner of Brentwood Growth Partners; former President and COO of Nintendo of America Inc.; and was recently named chairman of UTA Acquisition Corp., a SPAC focused on the intersection of gaming, digital media, creator economy, entertainment, and technology industries.

"We're thrilled about the speakers announced today, as they represent the creative innovation across their respective fields that SXSW is known for," said Hugh Forrest, Chief Programming Officer. "There are few individuals who fit this description more than Reggie Fils-Aimé, whose dynamic and non-linear thinking has made him one of the world's premier business leaders, and his recent investments within the convergence of gaming, media, and technology speaks directly to the SXSW community."

The SXSW Conference is organized into 15 programming tracks presented in a variety of session formats. New for 2022 is the addition of Summits, which take a deep dive into specific topics relevant to the SXSW audience. More information about SXSW programming Summits, formats and themes can be found [here](#).

Newly-announced SXSW 2022 Keynotes include:

- Founder and Managing Partner of Brentwood Growth Partners **Reggie Fils-Aimé**

Newly-announced Featured Speakers include:

- Creator, professional gamer, Twitch streamer, and YouTube personality **Tyler "Ninja" Blevins** with gamer, activist, and entrepreneur **Jessica Blevins**
- Founder and CEO of Everly Health **Julia Cheek**, founder and CEO of Maven **Kate Ryder**, and partner at Lux Capital **Deena Shakir**
- Professor at NYU's Stern School of Business and writer **Joost van Dreunen**
- CEO of Techstars **Maëlle Gavet**
- Founder and CEO of EMPIRE **Ghazi**
- Author and leadership strategist **Ann Hiatt**
- Co-founder and Managing Partner of WndrCo **Jeffrey Katzenberg** in conversation with founder and CEO of Aura **Hari Ravichandran**
- Science and culture writer and journalist **Jessica Nordell**
- Founder and CEO of The Mentor Method **Janice Omadeke**
- Science fiction author **Bruce Sterling**
- Senior Director of Design at Adobe **Khoi Vinh**

Newly-announced Featured Sessions include:

- *A Conversation with Michael Abels*: A conversation with accomplished composer **Michael Abels** about his collaborations with Jordan Peele, how they developed the unique "gospel horror" sound, and how he found inspiration in everything from The Nutcracker to I Got 5 On It. Abels will be interviewed by Pulitzer Prize-winning journalist **Bill Adair**.
- *Future Intersections of Food, Technology & Culture*: A conversation at the intersections of food, technology and culture, looking towards the future, and how can we learn from the past to create a food system that is more Just, equitable, sustainable and scalable with futurist, engineer, and designer at Google **Emily Ma**, Senior Director of Corporate Affairs, The Kroger Co. and President of The Kroger Co. Zero Hunger | Zero Waste Foundation **Denise Osterhues**, and master chef **Andrew Zimmern**.
- *In Praise of Friction*: A discussion about the difference between bad and good friction in AI and machine learning, and how to embrace good friction in deploying AI to minimize harm and become human-first with senior lecturer in the Management Science group at the MIT Sloan School of Management and the lead Research Scientist in the Human-AI Interaction group at MIT's Initiative on The Digital Economy **Renée Richardson Gosline**.
- *Psychedelics for Therapeutics and Well-being*: A conversation in which early-stage technology investor/advisor and podcast host **Tim Ferris** questions how psychedelics can be widely used to alleviate human suffering through clinician-guided treatment of illnesses, how investors can make psychedelic medicine accessible by financing academic research and for-profit companies and clinics, and what's next for the future of psychedelic medicine as it becomes an established treatment and wellness aid with Director of the Center for Psychedelic and Consciousness Research at the Johns Hopkins University School of Medicine **Roland Griffiths, PhD**, Robert L. McNeil, Jr, Professor of Translational Research and Chair of the Yale Department of Psychiatry **John H. Krystal, MD**, and clinical psychologist **Rosalind Watts, PhD**.

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 tech, film, music, education, and culture. An essential destination for global professionals, the annual March event features sessions, music and comedy showcases, film screenings, exhibitions, professional development and a variety of networking opportunities. SXSW proves that the most unexpected discoveries happen when diverse topics and people come together. SXSW 2022 will take place March 11 - 20, 2022. For more information, please visit sxsw.com. To register for the event, please visit sxsw.com/attend.

SXSW 2022 is sponsored by White Claw, Audible, Blockchain Creative Labs and *The Austin Chronicle*.

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