

## CNN's Laurie Segall new MC for Sime Stockholm 15–16 November



Laurie Segall, one of CNN's leading tech editors and one of the most popular speakers during last year's Sime will be leading Sime Stockholm with Sime's Ola Ahlvarsson as a sidekick.

Laurie is known for her early engagement in the entrepreneurial culture in Silicon Valley where she has made high-profile interviews with everyone from Bill Gates to Uber and Instagram founders. She might be best known for her in-depth reporting from the borderland between tech and culture where she has investigated everything from sexism within tech companies to nerd culture and the drug habits of entrepreneurs. Laurie has received many prestigious awards as a journalist and has also been appointed to top 30 under 30 years by Forbes Magazine.

*– It is super fun to have Laurie as MC of Sime Stockholm. She is my favorite journalist and combines vast experience with humor and intelligence on stage. She also can ask way meaner questions than I usually do, says Ola Ahlvarsson, co-founder (and lone MC all previous years). Ola continues: –This year's Sime will offer many exciting changes and a program that is important in several dimensions. From understanding industry*

*transformation and disruptive start-ups to understanding how leadership and traditional roles as CMO, CTO, HR Lead or CFO changes in line with the arena being redrawn and digitized.*

**A few selections from two crammed days and nights:**

On the program are founders of digital Unicorns, Grammy winning artists and musical entrepreneurs, several TED speakers, as well as Swedish and international business leaders, and the latest presentations of the newest digital tools for leaders who strive to remain at the forefront. The strongest element is probably the meeting with Val Spiridonov, a severely handicapped entrepreneur who has invented an intelligent wheelchair but who is even more known for being the first volunteer patient for a very controversial head transplant where the patient's head is to be moved from a dying body to be transplanted to a braindead person's healthy body.

New for this year is that Sime will run several parallel events, called Sime Industry Summits, within several different fields and industries. Here we will deep dive into themes such as Digital Health, Online marketing, Industrial Virtual Reality, Consciousness and the inner journey towards better leadership and Corporate Innovation at start-up speed.

**What is Sime?**

*Sime is created to spread knowledge about digital opportunities. Sime arranges Sime Stockholm, Sime Miami, Sime Next Generation (for youths 13–17 years), Sime Consciousness (about the inner journey towards better leadership), Entrepreneurial summer school and several smaller events with industry leading partners. Sime also is an owner and one of the founders of Epicenter, Stockholm's digital house of innovation.*

**Who attends Sime?**

*Sime is for business leaders and for those who are interested in how the tech society changes how we work, live and play. Out of the approximately 1800 delegates, approximately 400 are international guests inspired by "Silicon Valhalla". Of the Swedish guests approximately 400 are business leaders, 300 marketeers, 200 IT professionals, 300 entrepreneurs, 200 advisers and aficionados.*

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