



**Social Scientist, Bestselling Author and Award-Winning Entrepreneur**

**Co-founder and Executive Chairwoman at the digital platform Ada**

Léa Steinacker is an award-winning journalist, social scientist and entrepreneur. She is co-founder and Executive Chairwoman of the digital platform ada. Léa Steinacker's research focuses on how technology interacts with people, methods and the planet. She has published extensively on topics such as automatic facial recognition, synthetic voice generation and quantum computing.

Raised in Germany, Australia and Wales, Léa Steinacker (\*1989) studied at Princeton, Harvard and the American University in Cairo and completed her doctorate at the University of St. Gallen on the social impact of artificially intelligent systems. She then worked for human rights organisations in Bosnia-Herzegovina, Rwanda and the Democratic Republic of the Congo before becoming Chief Innovation Officer at "Wirtschaftswoche" in 2017, where she then worked as Chief Strategy Officer.

At the digital platform ada, which Steinacker co-founded in 2018 with Miriam Meckel, Verena Pausder and the Handelsblatt Media Group, she initially acted as Chief Innovation Officer and since February 2024 has been Executive Chairwoman. ada learning is a training and leadership development community that equips and connects employees from various organisations such as DAX companies, SMEs, governments and NGOs for the future through learning content, live experiences and practical innovation projects. With her expertise in new technologies and their far-reaching impact, Léa is a lecturer at the University of St. Gallen, Switzerland, where she teaches courses such as "Social and Economic Impact of Artificial Intelligence". Dr Steinacker is also a member of the AI Advisory Board of Ringier AG in Switzerland.

Medium magazine recognised Léa Steinacker as one of the "Top 30 to 30" journalists of 2018, and the US magazine Forbes included her in its list of the "Top 30 Under 30" executives in the European media world.

Léa Steinacker regularly shares her expertise in impactful keynotes and talks to inspire audiences to think about the impact of technology. Focusing on the impact of AI, she provides far-reaching insights into the fundamentals and ethics and explores how automation is changing different industries. At the same time, it shows how a more socially conscious approach to research and development can ensure that AI is used in a responsible way.

**Topics (Selection):**

- How artificial intelligence is changing our world and its benefits

**Publications (Selection):**

- Alles überall auf einmal: Wie Künstliche Intelligenz unsere Welt verändert und was wir dabei gewinnen können (with Miriam Meckel), 2024