



Tech Industry Pioneer
UK's Internet Security Minister (2015 – 2017)

Baroness Joanna Shields OBE is a tech industry pioneer, start-up CEO, and life peer in the UK House of Lords, who is passionate about creating technology that benefits humanity. Over the past three decades, she has made a profound impact in driving innovation and advocating for the development of technology across industry, government, and civil society.

Baroness Joanna Shields OBE brings a unique perspective to the global conversation on AI ethics, human empowerment and the delicate balance between technological opportunity and risk. Her real-world experience and extraordinary foresight come from decades of leadership in the upper echelons of the tech industry and government. As we stand on the brink of unprecedented technological change, Joanna's insights are more valuable than ever, helping to shape a future where technology serves humanity's best interests.

Joanna is the founder and CEO of Precognition and was previously CEO of BenevolentAI. Joanna has served in executive leadership positions at some of the world's largest tech companies. In the early years of both Google and Facebook, she expanded international operations, building global teams responsible for exponential growth in revenues and users. As President and CEO of Bebo, Joanna pioneered groundbreaking innovations in online original video content years before Netflix and other streaming services. She successfully steered its \$850M acquisition by AOL Time Warner, gaining two BAFTA nominations along the way. From 2013-2018, Joanna served in the UK Government as the first-ever Minister for Internet Safety and Security. She also served as Digital Economy Advisor to the Prime Minister, UK Ambassador for Digital Industries, and Special Representative on Internet Harms and Crimes.

Baroness Shields is a leading global internet safety advocate and campaigner and founded the We Protect Global Alliance, a multi-stakeholder organisation with over 100 member countries committed to combating online child sexual abuse and exploitation. The unifying theme of her work today is advancing responsible technology development and human-centric AI for the benefit of all in society. As the twice-elected Co-Chair of the Global Partnership on AI, Joanna led the collaboration of 25 member countries and expanded the organisation's global influence. She is a member of the World Economic Forum's Global Future Council on the Future of AI, the Transatlantic Commission on Election Integrity, the Global Tech Thinkers Group and the Council on Foreign Relations.

Topics (Selection):

- Internet Harms and Crime
- Role of the Digital Sector
- Cyber and Internet Ethics