

Latest Key GovTech.Pioneers Speaker Announced

Peter Jackson Talks Digital Transformation

Vienna, February 22nd, 2018 - We're looking forward to welcoming IDEO Portfolio Director Peter Jackson as one of our key speakers at GovTech.Pioneers, our industry-focused event in Vienna on May 23rd. At Europe's 1st dedicated GovTech event, which aims to foster startup-driven innovation in the public sector, Jackson will draw on his experience to explore how design can help improve citizen experience through digital transformation at all levels of government.

At IDEO, a global design and innovation company, Jackson's work has included crafting and implementing new strategies for delivering public services in job training and community development, economic development, and public benefits across state, local and federal government. In the past, Peter served as senior counsellor to now U.S. Senator Elizabeth Warren and as the first Assistant Director for Consumer Engagement at the U.S. Consumer Financial Protection Bureau, where he led brand management, digital strategy, and consumer experience.

Jackson's talk at GovTech.Pioneers, entitled *Digital Transformation by Design*, will share stories from some of IDEO's work with government agencies at municipal, regional, and national levels. He'll share learnings gained both as a consultant to governments and as one of the founders of the Consumer Financial Protection Bureau around how human-centred design can transform both the citizen experience and the government agencies that deliver it.

In particular, he'll share case studies of how eGovernment initiatives and other efforts to digitize government services have been used to build digital services teams and drive organizational transformation, including a project to build digital services teams and reorient a bureaucracy to think consumer- and digital-first.

None of these transformations can be achieved without quality startups who help government agencies make it happen, however. That's why Pioneers is looking for the very best GovTech startups for May 23rd, particularly those working in the fields of Citizen Collaboration, Blockchain and Public Safety & Security.

Additionally, our early-bird offer ends on March 1st, at which point the price will jump by €200. Until then, tickets are on sale for just €490 excluding VAT.

- Ends -



Note to the Editors

Media Contact: For further information contact: press@pioneers.io. For more news from the world of Pioneers, visit our blog (<http://pioneers.io/blog>) or follow us on social media:



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About Pioneers:

Founded in 2009 in Vienna, Pioneers establishes and facilitates direct, meaningful business relationships between startups, corporate executives, and investors to foster growth and innovation. It is the ultimate One-Stop-Hub for global tech innovators to access high-value, curated and qualified data of early and Series A European startups. Pioneers offers various platforms to help redefine industries, develop future technologies and introduce cutting-edge solutions. Its services include digital services, consultancy, ventures services, events and inspirational, tailor-made offline experiences. Its flagship event takes place annually in the 500-year-old Hofburg Imperial Palace in Vienna and brings together a community of 2,500 founders, investors, executives and public sector representatives from over 100 nations. Of all future tech events globally, Pioneers has unparalleled access to European tech leaders. The 2017 edition was awarded with the bea World 'Best Conference/Congress' Award.

