



*Laura Madsen*

AUTHOR | SPEAKER | ADVISOR

MEDIA KIT 2024

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Laura  
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MEDIA KIT  
2024

# SHORT BIO

Laura Madsen is a global data strategist, advisor keynote speaker and author. She coaches data leaders in healthcare, government, manufacturing, and tech. Laura has spoken at hundreds of conferences and events inspiring organizations and individuals alike with her iconoclastic disrupter mentality. Laura is a co-founder of Minneapolis-based consulting firm, Moxy Analytics where she combines her passion for helping companies define and execute successful data strategies and radically challenging the status quo.

# MEDIA REACH

**12K** BOOKS  
SOLD

**+5K** LINKEDIN  
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**+4K** WEBSITE  
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## AVAILABLE FOR:

- Keynotes
- Podcasts
- Webinars
- TV Interviews
- Author Chats

## SAMPLE TOPICS:

- Artificial Intelligence
- Disrupting Tradition
- Data Strategy
- Data Governance
- Women in Technology

PROVEN EXPERTISE

# SUCCESSSES

## AS A SPEAKER

- Enterprise Data World
- TDWI
- Tableau Conference
- Data Modeling Zone

## AS AN AUTHOR

- AI & the Data Revolution
- Disrupting Data Governance
- Healthcare BI
- Data-driven Healthcare

“Laura was easily the best speaker at the conference. She is not only brilliant and insightful but also FUN to watch.”

# HEADSHOTS

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BEYOND INFLUENCER

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# LONG BIO

Laura Madsen is a renowned global data strategist, advisor, keynote speaker, and accomplished author. With over two decades of experience in the field, Laura has become a leading voice in data strategy, coaching data leaders across a wide range of industries including healthcare, government, manufacturing, and technology. Her expertise and insights have been shared at hundreds of conferences and events worldwide, where she has inspired countless organizations and individuals with her iconoclastic disrupter mentality, encouraging them to challenge the norm and embrace innovative approaches to data management.

Laura is also the co-founder of Moxy Analytics, a Minneapolis-based consulting firm dedicated to helping companies define and execute successful data strategies. At Moxy Analytics, Laura combines her deep knowledge and passion for data with a commitment to radically challenging the status quo. Her work not only drives organizational success but also fosters a culture of continuous improvement and innovation. Laura's contributions to the field have earned her a reputation as a thought leader and visionary, making her a sought-after advisor for companies looking to harness the power of data to drive their business forward.

She's also a wife, mother, lover of coffee, shoes that slay, leather jackets, heavy metal and all things black.

DISRUPT FOR GOOD