

Media release: 6 December 2016

NASA's Chief Technologist and Randi Zuckerberg join impressive line-up for CeBIT 2017

Dennis Andrucyk, Acting Chief Technologist and Deputy Associate Administrator for NASA's Space Technology Mission Directorate (STMD) and Randi Zuckerberg, Founder and CEO of Zuckerberg Media, have been announced as the latest additions to an impressive line-up of guest speakers at CeBIT Australia, 23 – 25 May 2017 at ICC Sydney.

Appointed as Deputy Associate Administrator of STMD at NASA in April 2015, and currently Acting Chief Technologist, Andrucyk is responsible for the strategic direction of the space agency's technology investment policies and plans.

By investing in bold, broadly applicable disruptive technology that industry cannot tackle today, STMD aims to develop the pioneering, new technologies and capabilities needed by the agency to achieve current and future missions in science and exploration.

Andrucyk will provide an invaluable glimpse into the technological advances of the world's leading space agency and commented on his upcoming keynote.

"I am honoured to be invited to share NASA's space technology investment plans and how new technologies create the knowledge and capabilities needed for future exploration of the moon, Mars and beyond, at CeBIT Australia in May. Technology drives exploration. It is imperative NASA and our international partners continue to invest in new, advanced space technologies to achieve our exploration goals.

"NASA's work results in new inventions and capabilities for exploration while also creating a whole pipeline of innovations aimed at serving national and international needs, growing the new global innovation economy and creating high-tech jobs, while also lowering the cost of technology for government agencies and commercial space activities," said Andrucyk.

Joining Andrucyk at CeBIT Australia will be Randi Zuckerberg, who founded Zuckerberg Media in 2011 following six years as Director of Market Development at Facebook. Zuckerberg will discuss her personal journey on the frontline of Facebook, outlining how she led the social giant's pioneering marketing programs for six years and provide an insight into the famed Silicon Valley.

Zuckerberg will focus on top technology trends, looking at the delicate balance we hold in our professional and personal lives between technology enhancing our lives and technology taking over our lives.

Andrucyk and Zuckerberg will join Eugene Kaspersky, Chairman and CEO of global security vendor Kaspersky Lab, announced as a keynote for CeBIT Australia last month.

Over three days, CeBIT Australia offers the opportunity to hear from the world's elite, and the ability to connect with thousands of visitors from Australia's top companies as well as over 350 exhibitors including 100 disruptive start-up innovators.

CeBIT Australia, 23 – 25 May 2017 will be held for the first time at the International Convention Centre Sydney, Darling Harbour.

www.cebit.com.au

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Images: ([hi-res available via Dropbox](#))

1. Dennis Andrucyk, Deputy Associate Administrator and Acting Chief Technologist for NASA's Space Technology Mission Directorate (STMD)



2. Randi Zuckerberg, Founder & CEO at Zuckerberg Media. Photo credit: Delbarr Moradi



For further information please contact:

Zadro

Elle Stewart, Account Manager | elle@zadroagency.com.au

+61 2 9212 7867 | +61 410 127 522



Shaping the Business Technology Landscape

23-25 MAY 2017

ICC Sydney | www.cebit.com.au

Laura Valentine, Senior Account Manager | laura@zadroagency.com.au
+61 2 9212 7867 | +61 406 285 077

Notes to Editors:

- Interviews with keynote speakers are available before, during and after CeBIT 2017, upon request via the media contacts above:
 - Dennis Andrucyk, Deputy Associate Administrator for NASA's Space Technology Mission Directorate (STMD)
 - Randi Zuckerberg, Founder & CEO at Zuckerberg Media
 - Eugene Kaspersky, Chairman and CEO of Kaspersky Lab
- Interviews with Harvey Stockbridge, Managing Director, Hannover Fairs Australia are also available upon request
- Media passes to attend CeBIT Australia 2017 are available. Email cebit@zadroagency.com.au with your name, position and publication/s title

About CeBIT Australia:

23 – 25 May 2017, International Convention Centre Sydney

CeBIT Australia – shaping the business technology landscape. www.cebit.com.au

CeBIT Australia is the Asia Pacific's largest and longest running business technology event. It is a forward-looking connected community. CeBIT Australia offers an independent network of business technology solutions that transform the way Australians do business. CeBIT Australia is the one-stop-shop for all the latest business technology solutions. Offering a diverse variety of exhibitors, regardless of business problem, there will be a solution at CeBIT.

CeBIT Australia showcases the innovation of NSW. Business leaders, innovators, entrepreneurs and the leading technology companies of the world gather in NSW to immerse themselves in the possibilities of the future of business.

CeBIT Australia helps showcase NSW's dominant ICT industry and the State's highly fertile business environment. NSW is Australia's international ICT capital, accounting for 43% of Australia's total ICT businesses and 50% of the nation's telecommunication, computer and information services exports. NSW is also home to two-thirds of Australia's technology start-up companies and has the largest expenditure on research and development of any Australian State.

The NSW Government is proud to be the Official Partner of CeBIT Australia 2017.

CeBIT's supporting partner is the City of Sydney.

CeBIT Australia is presented by Deutsche Messe – the world leader in bringing innovative, inspiring and effective business events to high level decision makers. Global Fairs. Global Business.