

From: [REDACTED]
To: [REDACTED]
Subject: FW: CEO of NEOM Tech & Digital in NY
Date: Thursday, July 14, 2022 1:51:22 PM

Hi [REDACTED]

Thanks for the call earlier. As discussed, please find below a pitch to media that was distributed on behalf of NEOM.

Best,

From: [REDACTED]
Sent: Thursday, July 14, 2022 2:51 PM
To: [REDACTED]
Subject: CEO of NEOM Tech & Digital in NY

Hi [REDACTED]

I hope all's well. I'm working with [Joseph Bradley](#), CEO of [NEOM Tech & Digital](#), and from reading some of your recent profiles I thought you could be interested in meeting with him while he is in New York next week.

Joseph Bradley has served in many positions where he was one of few Black men in the room or on the executive bench. Now, as CEO of NEOM Tech & Digital, he's leading a team to develop the brains behind the world's first cognitive city through artificial intelligence, data management, robotics, cryptocurrency and more. What's most impressive about Bradley's team, however, is that it is a majority diverse – something that he and many other people of color working in tech have seldom experienced. Joseph credits this to the workplace culture at NEOM – one that welcomes, celebrates, and values a diverse workforce – but also because unlike many other tech companies with a long history of not prioritizing diversity, NEOM Tech & Digital is starting from the ground up, bringing a new blank slate of opportunity for tech workers around the world.

If of interest, Joseph could speak to:

- His professional journey from Silicon Valley to Saudi Arabia, and how his experience as a Black man in tech has shaped his career;
- The tech and innovation that is being developed under his leadership at NEOM, and how a culture of diversity fosters creativity in tech;
- Emerging trends he sees in the AI industry, and the opportunities and challenges they present to the public and private sectors; and more.

Joseph will be in New York on the morning of Thursday, July 21. Let me know if you're interested in speaking with him and I'd be glad to set up a conversation.

Many thanks,

[REDACTED]

[REDACTED]

International Public Affairs

[REDACTED]

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