Sam Baker

Co-Founder and CEO, The Pool

The DigitasLBi UK NewFront 2015, which will take place on Friday 16th October, will explore how technology is transforming our daily lives – from our health and wellbeing, to the cars we drive, the content we consume and the way we interact with brands. Ahead of the event Sam Baker, Co-Founder and CEO of The Pool, gave her take on some of the key issues that she’ll be talking about at the event.

**1) Can you give us a sneak preview of the things you’re most keen to discuss at NewFront?**

It's not going to come as a shock to anyone but I don't think the transformative power of mobile can be over-stated. It was the moment I sat on the front row and watched everyone taking pictures and tweeting and not looking at the clothes, 3/4 years ago now, that I realised the opportunity that lay in people's hands for the smart content provider.

**2) What three technological developments in your lifetime have been most pivotal in transforming our experience of the world?**

The internet obviously. Mobiles. Social media.

**3) What does the future hold – and what transformative technologies do you expect to play a key role in the coming years?**

Only an idiot (or a genius) would claim to know this. Even a couple of years ago we had no idea of the scale of impact mobile would have. Right this second I'm interested in exploring the opportunities to develop our method of broadcasting content into moments in her day to deliver content to wearables.

*The DigitasLBi UK NewFront is a collaborative thought-leadership programme aimed at stimulating creativity within the burgeoning branded content marketplace.*

*To register your interest in attending the DigitasLBi UK NewFront 2015 on Friday 16th October visit:* [*http://www.iabuk.net/events/library/digitaslbi-digital-upfront*](http://www.iabuk.net/events/library/digitaslbi-digital-upfront)