



FOR IMMEDIATE RELEASE:

**Neuroscientist, Writer, and Entrepreneur Anne-Laure Le Cunff to Deliver Opening Keynote
at SXSW EDU 2025**

The Founder and CEO of Ness Labs joins the growing lineup alongside New York Times best-selling author Sharon McMahon, who will lead a Featured Session on bridge-building in divided times.

Annual Crossover Day schedule is released.

January 15, 2025 // Austin, Texas – Neuroscientist at King’s College London and author of the widely popular Ness Labs newsletter, **Anne-Laure Le Cunff**, brings the latest research on how we teach and learn to SXSW EDU® 2025 with the opening keynote, [Rewiring How We Learn: The Power of an Experimental Mindset](#). Announced today by SXSW EDU, Le Cunff’s session will dive into how we can work with our brain’s natural learning mechanisms to foster growth, curiosity, and confidence in learning.

With 100,000 readers subscribed to the Ness Labs newsletter, a learning community she launched in 2019, and over 90,000 followers across social media, Le Cunff has built a strong reputation as a go-to source for examining the science and methods behind encouraging achievement without sacrificing mental health. In conjunction with the release of her new book, *Tiny Experiments: How to Live Freely in a Goal-Obsessed World*, Le Cunff will deliver an opening keynote address on **Monday, March 3** that offers insights from her extensive research and examines the role that uncertainty plays in our growth as life-long learners.

“We are very excited to have Anne-Laure kickstart SXSW EDU 2025. Her focus on the neuroscience behind how our brains learn differently is both a reflection of SXSW EDU’s 15-year history exploring what shapes teaching and learning practices and our invested interest in continuously pushing their improvement,” said **Greg Rosenbaum**, vice president of SXSW EDU. “Her emphasis on how teaching and learning connect to other aspects of our lives, such as mental health, also sets the tone for the rest of the 2025 conference and festival as we journey through the range of topics, societal connections, trends, and industries that are influenced by education.”

Also joining the 2025 lineup is **Sharon McMahon**. Coined “America’s Government Teacher,” the best-selling author, host of the podcast *Here’s Where It Gets Interesting*, and voice behind The Preamble newsletter will lead the Featured Session, [Learning How to Work with Your Enemies](#). Particularly relevant in today’s polarized political landscape, McMahon will discuss how we can instill ways to

communicate across divides both in and outside of the classroom and the long-lasting effects those skills can have on our larger communities and connections.

In addition to these new Keynote and Featured Sessions, SXSW EDU is proud to unveil initial programming for its 2025 **Crossover Day** on **Thursday, March 6**. Introduced during last year's conference and festival and designed as a convergence of SXSW EDU and SXSW, Crossover Day is open to all EDU registrants as well as all SXSW registrants. It will offer sessions specifically highlighting some of the key throughlines between both events. Session highlights include:

- [Sharing Space: From the ISS to the Next Generation](#): **Illana Raia**, founder and CEO of ÊTRE GIRLS; **Cady Coleman**, retired astronaut with NASA; **Stephen White**, chief strategy officer at Center of Industry and Science (COSI); and **Teresa Drew**, deputy director of the STEM Next Opportunity Fund, gather to share their personal stories in the field and to discuss opportunities for underrepresented communities in STEM and space research and beyond.
- [Responsible AI: Balancing Innovation, Impact, & Ethics](#): **Amelia Kelly**, chief technology officer at SoapBox Labs; **Latha Ramanan**, senior vice president of AI product growth and strategic AI initiatives at Merlyn Mind; and **Isabelle Hau**, executive director of the Stanford Accelerator for Learning, dissect how educators, technologists, and policymakers can collaborate to foster AI literacy among students and ensure the promise of AI can be realized responsibly.
- [Connecting Communities: SXSW & SXSW EDU](#): Representatives and supporters of SXSW EDU and SXSW, including **Alexandra Casolaro**, director of credential sales for SXSW; **Jay Boisseau**, executive director of the Austin Forum on Technology & Society; **Rakeda Ervin**, director of community education at Austin Film Society; and **Julia Shatilo**, programming director at SXSW EDU, host a special Meet Up that invites all who want to share their passion for the community, tips and tricks for navigating the annual events, and more.

Get a preview of Crossover Day before and after Thursday. There will be special programming throughout the week to reinforce the connection between education, technology, and innovation happening across SXSW EDU and SXSW:

- [Expanding on the EDU Experience: What Happens at SXSW](#): During SXSW EDU on Tuesday, March 4, attendees will have the chance to hear from **Hugh Forrest**, president and chief programming officer of SXSW, as he explores the power of education and how it infuses all innovation. He will share more about the SXSW experience and showcase the great ideas and collaborations that often signal what's coming in the future.
- [Future of Learning: Top Takeaways from SXSW EDU 2025](#): On Friday, March 7 during SXSW, join **Imani Wilson**, chief strategy and innovation officer at TeachRock; **sam seidel**, director of products and publications and K12 strategy at the Stanford d.school; and **Z. Mike Wang**, head of platform at Long Journey Ventures, gather for a panel moderated by **Greg Rosenbaum**, vice

president of SXSW EDU, reviewing the latest trends at the intersection of futurism, education, and technology coming out of the 15th annual SXSW EDU Conference & Festival.

Attendees will have access to all Crossover Day and SXSW EDU program details, messaging, and networking capabilities through the [SXSW EDU GO app, presented by NAF](#), which includes functionality previously in EDU Social.

Press Credentials:

To register, please go to sxswedu.com/press/accreditation.

About SXSW EDU:

Now in its 15th year, the SXSW EDU® Conference & Festival reflects the world's most critical social issues as seen through the lens of education. This year's event will bring together the learner, the practitioner, the entrepreneur, and the visionary to share their groundbreaking stories, tackle complex issues, and build reimagined paths forward. As a community of diverse people who are united around a like-minded vision for the future, SXSW EDU serves as a place for attendees to renew their purpose in practice from a personal and professional perspective. It is a place to reinforce the core principles of teaching and learning as well as an opportunity to express your creativity and passion for education. Join the passionate and innovative community at SXSW EDU, March 3-6, 2025.

For more information, please visit sxswedu.com.

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