

SHORT BIO



Dr. Anastasia Kārklīņa Gabriel is a cultural theorist and strategist, specializing in inclusivity within marketing, media and tech. Currently a senior insights lead at Reddit, she earned her doctorate in cultural studies from Duke University and has consulted for the world's top brands and agencies. A lifelong activist, she helps brands ignite cultural innovation and leverage the power of media for good. Her insights have been featured in *AdWeek*, the Association of National Advertisers (ANA), Advertising Week, *Wall Street Journal*, *New York Times*, *Washington Post* and *Teen Vogue*.