



KEYNOTE SPEAKER · ACCESSIBILITY CATALYST

# Accessibility is not the future. It is the **competitive advantage** companies need now.

The nationally recognized technology executive companies call when they want to turn inclusive design into product excellence, market reach, and measurable customer engagement.

**Presidential Appointee**  
U.S. Access Board, 2022



**1.3B**

People with disabilities globally

**\$18.3T**

Disability spending power worldwide

**50%+**

Netflix viewers who use captions

**20+ yr**

Tech leadership across Big Tech

## ABOUT HEATHER

Heather Dowdy is the technology executive companies call when they want to make accessibility a competitive advantage. As Netflix's inaugural Head of Global Product Accessibility, she built features that more than half of all viewers now use every day. She served as COO of Microsoft's AI for Accessibility program and led accessibility engineering on the first Android devices at Motorola.

In 2022, she was a Presidential appointee to the U.S. Access Board. In January 2026 she founded The Accessibility Catalyst Group to bring Big Tech expertise to brands ready to compete, not just comply. A Child of Deaf Adults (CODA) fluent in ASL, Heather leads with revenue, not guilt — she doesn't raise awareness, she raises standards.

*“Both of my parents lost their hearing as toddlers. I started learning ASL at six months old. I've seen firsthand how technology can profoundly impact human lives.”*

## SHORT BIO

Former Head of Product Accessibility at Netflix. 2022 Presidential Appointee to the U.S. Access Board. 20-year veteran in big tech (including Microsoft, Google, Motorola) — driving global accessibility transformation across mobile, web, TV, and AI. Fluent in ASL (CODA). Brand growth consultant scaling global strategy, innovation, and measurable business impact for visionary companies.

## FAST FACTS

- ◆ Presidential Appointee — **U.S. Access Board** (2022)
- ◆ Head of Global Product Accessibility, **Netflix**
- ◆ COO, **Microsoft** AI for Accessibility
- ◆ Accessibility Engineering Lead, **Motorola / Google**
- ◆ BSEE, University of Illinois · NSBE Alum
- ◆ CODA — Child of Deaf Adults · Fluent in ASL
- ◆ Board Member, World Institute on Disability, Deaf Kids Code, Billion Strong

## PRESS & PLATFORMS

- commercetools
- NC TECH
- RTI International
- AbbVie
- WebCon
- Forbes
- Essence
- Business Insider

## Signature Keynotes — Five Talks, One Outcome: Growth through Access

### 01 Accessibility Is Your Biggest Untapped Revenue Lever

What if your most transformative product innovation has been hiding inside your accessibility roadmap all along?

**Ideal for:** Product, Technology & Innovation Conferences · Fortune 500 Leadership

### 02 The Future of Accessibility: Powered by Artificial Intelligence

How AI is reshaping access for 1.3 billion people — and what it means for the next generation of products.

**Ideal for:** Tech Conferences, AI Summits & Future-of-Work Symposiums

### 03 The Disability Consumer: Your Brand's Most Loyal Untapped Audience

1.3 billion people with disabilities represent \$13 trillion in global spending power — the most brand-loyal segment on the planet.

**Ideal for:** CMO & Brand Leadership Summits · Beauty, Retail & Consumer Goods · Sports & Entertainment Executives

### 04 The European Accessibility Act: Your Compliance Deadline Is a Market Opportunity in Disguise

EAA enforcement began June 2025 — brands that move first don't just avoid fines, they capture a market competitors are locked out of.

**Ideal for:** Global Brand & Legal Leadership · EU Market Expansion Teams · CMO & Product Strategy Conferences

### 05 Market Multiplier for Startups

Accessibility doesn't narrow your product — it multiplies your market. **Ideal for:** Founders · VC Summits · Startup Conferences · Innovation Events

## HEADSHOTS & PHOTOGRAPHY

Click any photo to download the full-resolution file.



Headshot — Yellow Blazer



Headshot — Green Jacket



Editorial — Black & White



Creative Portrait — Orange Blazer

**Book Heather for your stage.**

**\$15,000 – \$25,000**

Keynote fee · corporate events always paid · response within 48 hours

Travels: US · International

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