



COUNCIL INSIGHTS



Meet the Council

Nancy Kramer

TED has always been on Nancy Kramer's radar; after all, her business is in technology marketing. She had always wanted to attend, but it wasn't until her friend, Jim Hackett, 'sponsored' her invitation that she was finally able to go; she was hooked.

Kramer has been a TEDx co-organizer for seven years, a role that has given her a front row seat to witness the power a TEDx event can unleash. "I'd like to see that power continue to expand, as I believe there is much more potential," she said.

Kramer is interested in figuring out how to unlock worthwhile ideas that are shared at TEDx events around the world and points to the talk she gave in 2013 about why feminine care products should be freely accessible in public restrooms as an example.

That talk "has sparked a national conversation not only about the value of making them accessible, but inspired lawmakers to take action against items being taxed."