

BARONESS OONA KING

Chief Economic Opportunity Officer for Uber

Agent: **Sophie Laurimore**



Baroness Oona King is Chief Economic Opportunity Officer at Uber and was previously Snap Inc's VP of Diversity, Equity & Inclusion, Google's Director of Diversity Strategy, YouTube's Director of Diverse Marketing, and Chief Diversity Officer for British Broadcaster Channel 4.

Oona received a life-time appointment to the UK House of Lords in 2011 as Baroness King of Bow. Her last UK legislation, passed in 2016, requires all UK companies with over 250 employees to publish their gender pay gap. Oona's law has had far-reaching consequences in the UK, Silicon Valley, and beyond.

At 29, Oona became the second woman of colour elected to the UK Parliament and changed the law over 15 times – advancing housing, employment, children's rights, online safety, equalities, and international development. She founded the All-Party Parliamentary Group on Genocide Prevention and was recognized by the UN Security Council for her work on peacekeeping in Congo and Rwanda.

At Channel 4, Oona created the first industry-wide diversity tracking tool for UK broadcasters. She previously worked as a TV presenter for BBC, Channel 4, Sky, Five and ITV. Oona's political diary of her time in the House of Commons was named among "[15 of the best political diaries](#)" by the Guardian Newspaper, alongside Disraeli & Thatcher.

More recently, she co-authored [The ACT Report](#) to improve DEI outcomes in tech, praised by the White House Office of Science & Technology Policy in 2024.

Oona lives in Los Angeles with her husband and four children, three of whom are adopted. She enjoys ice skating and late-night AI podcasts. In case her career goes very wrong, she is also a certified aerobics instructor.