

THE EDGE OF EVERYDAY

with
SANDRA BARGMAN



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The Edge of Everyday | Episode 11
Show Notes

4/15/2024 | The Power and Paradox of
Connection with Zoe Kalar

www.WeAre8.com | [@weare8app](https://www.instagram.com/weare8app)

Today we are #LIVEintheHIVE with our special guest, Zoe Kalar (formerly Sue Fenessey), CEO and Founder of WeAre8 - social media for the love of people and planet. WeAre8 is a media company on a mission to transform the digital advertising sector and address the broken and divisive state of the social media industry.

I am of the opinion that so many of the soul crushing ills we experience in today's world, the dark and truly ragged edges in our world today are from a LACK OF CONNECTION. A disconnect from ourselves, from each other, from our very home, Planet Earth. Advances in everything from forest ecology to microbiology show us we are not independent selves, but rather relational networks. Technology has connected us, and yet, paradoxically it has also divided, isolated, and polarized us.

In this conversation:

- Sandra and Zoe discussed the current state of the world and the importance of creating a safe space for difficult conversations.
- How can we embrace authenticity and unite people?
- Zoe explains the way WeAre8 is redistributing advertising profits and empowering users.
- Zoe and Sandra discussed the intersection of technology, mental health, and the suicide crisis. Zoe believes that everyone has a role to play in creating a better world.

Zoe Kalar (formerly Sue Fenessey), Founder and CEO of WeAre8, is an entrepreneurial powerhouse who has spent her life dedicated to building businesses and technology that address global problems in a way that supports people and the planet.

Starting MM Communications at the age of 21, Zoe grew it to over 100 people and 4 offices across Asia Pacific before successfully selling to Omnicom in 2000.

She founded and led NY based global media data aggregation business, Standard Media Index, which fueled decisions for the world's largest media and finance companies and gained her recognition as an innovator to watch by Forbes.

Zoe has architected the future with WeAre8 - a social ecosystem that enables advertisers to reach over 600 Million people (US/UK/India/Australia) in a transformational way, while sharing the economics with people, publishers, communities and planet projects. With a mission to get a dollar a day to 800 Million people, this healthier evolution of social, is now supported by the world's leading advertisers and gives every validated '8Citizen' a centralized wallet and a safe environment to share and make a positive impact in the world every day.

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