

## **Sam Gregory Biography**

Sam Gregory is an internationally recognized, award-winning human rights advocate and technologist. Sam initiated the first globally focused civil society effort to 'Prepare, Don't Panic' around deepfakes and multimodal generative AI and is widely known and consulted as an expert on deepfakes, generative AI's promise and perils, and innovation in how to understand media authenticity and provenance.

Currently Executive Director of the global human rights organization WITNESS, he has over twenty years experience at the forefront of practices, impact and innovations in video, technology, human rights, civic participation and media.