

Tim O'Neill

Co-founder of Time Under Tension, Australia's first generative AI experience agency

Co-founder of Time Under Tension, Australia's first generative AI experience agency, Tim O'Neill works with brands to explore the intersection of Employee Experience, Customer Experience and generative AI.

Tim is also co-founder of Summon, an Australian prestige automotive start-up. Previously, he was Managing Director at Accenture Interactive, Australia & NZ until early 2018, having joined after the acquisition of the agency he co-founded.



He is also co-founder of one of Australia's largest digital agencies, Reactive. Over a period of 18 years Reactive grew to 150+ staff across offices in Melbourne, Sydney, New York, London and Auckland, and was acquired by Accenture Interactive in 2015. After this Tim helped to integrate Reactive into Accenture between 2015 and 2018 and grow the business to more than 400 staff.

Tim is interested in automotive (Porsche in particular), skiing, mountain biking, future technology, all things digital and entrepreneurship and is currently going deep into generative AI.

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