

Poppy Crum

Expert in Technology-Driven Innovation & Human Evolution, Stanford University Adjunct Professor, Chief Scientist at Dolby Laboratories, Neuroscientist, and Technologist

Dr. Poppy Crum is a visionary futurist and neuroscientist whose work sits at the intersection of technology advancement and human evolution. Highly regarded in both the technology sector and academic circles, she is an Adjunct Professor in Computer Research at Stanford University and the Chief Scientist at Dolby Laboratories, a leading global innovator and developer of audio, imaging, and voice technologies. An advocate for the kind of technology that learns more about us as we use it, Dr. Crum works to bridge the gap between rapidly evolving technology and insightful, more effective human interaction. At Dolby, she builds technologies that best leverage human physiology to enhance our experiences and the ways we interact with our world, using a deep understanding of human behavior, personalized data, and technologies including wearable technology, immersive technology, AI and machine-learning, facial and voice recognition software, and AR and VR to power industry innovation. Dr. Crum's presentations focus on how personalized technology will continue to shape us as humans, what a future world where we use technology to make ourselves *more* human, and not less, might look like, and the ways industries and organizations should be thinking about using technology to enhance human performance and communication. A 2018 TED and SXSW speaker, Dr. Crum is exclusively represented by [Leading Authorities speakers bureau](#).

In fast-paced and thought-provoking presentations that encourage audiences to embrace new technology rather than fear it, Dr. Crum dives deep into the advancements that will change the world in coming years. Whether exploring how technology will be able to predict the future onset of a life-altering medical conditions just by picking up on changes in speech patterns, or how we will eventually be able to "retrain" our brains as we sleep to improve daily function, Dr. Crum helps organizations embrace change while reframing the ways they think about everything from talking to consumers and understanding demographic patterns to amplifying personalization in products and marketing strategy. Noting that many behaviors today wouldn't be possible without the advent of new technology and data collection, and that everyone experiences the world in a unique way, Crum's presentation encourages audiences to consider how technology can improve the collective human experience as well as products and services offered by specific industries. She believes the power of intelligent technologies is only realized with dynamic optimization and learning of as much of our personal and contextual data as possible.

At Dolby, Dr. Crum directs the growth of internal science. She is responsible for integrating neuroscience and sensory data science into algorithm design, technological development, and technology strategy. At Stanford, her work focuses on the impact and feedback potential of new technologies including gaming and immersive environments such as Augmented and Virtual Reality on neuroplasticity and learning.

Dr. Crum is a US representative and vice-chair to the International Telecommunication Union (ITU) and a member of the Stanford Research Institute Technical Council. She is also a member of the Board of Industry Leaders for the Consumer Technology Association. Prior to joining Dolby Laboratories, she was Research Faculty in the Department of Biomedical Engineering at Johns Hopkins School of Medicine, where her neurophysiological research focused on understanding the neural correlates of how we hear in a complex acoustic environment and the functional circuitry of the auditory cortex.

She is a Fellow of the Audio Engineering Society, and a 2018 recipient of the Advanced Imaging Society's Distinguished Leadership Award. She is a 2017 recipient of the Consumer Technology Association's Technology and Standards Achievement Award for work towards the introduction of over-the-counter hearing-aid devices. She was named to *Billboard* magazine's 100 most influential female executives in the music industry. Prior to academic study as a neuroscientist and work in industry, she was a performance violinist.

Dr. Crum is a frequent speaker on topics related to the intersection of human experience, artificial intelligence, sensory data-science, and immersive technologies.

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