

## Poppy Crum

Expert in Technology-Driven Innovation & Human Evolution; Stanford University Adjunct Professor; Futurist; Neuroscientist; and Technologist

Dr. Poppy Crum is a visionary futurist, neuroscientist, and technologist who is at the cutting-edge of developing empathetic technologies that are changing the world and the way we do business. Throughout her career, she has spearheaded innovation at companies that are reshaping our world and leading humanity into the future. As a leader and catalyst for innovation, Dr. Crum combines her experiences as an innovator in various industries — including entertainment, media construction, agriculture, geospatial, healthcare, and consumer technology — to help organizations unlock the opportunities that exist for their businesses at the intersection of technology and human advancement, and advise them on the ways they can solve human problems through tech. Whether at an architectural level or as a facilitator of new ideas and technologies, Dr. Crum builds and leads teams that are creating the future of their industries, and the world. She is highly regarded as a groundbreaking executive and pioneer in her field.

Exclusively represented by Leading Authorities speakers bureau, Dr. Crum leads fast-paced, thought-provoking presentations overflowing with actionable strategies for how any organization can utilize technology to disrupt their industries, achieve their objectives, and realize the next iteration of their business. Dr. Crum's presentations encourage audiences to consider how technology can improve the collective human experience and communication, as well as products and services offered by specific industries.

A sought-after tech executive, Dr. Crum possesses master-level insights into the present and future of specific industries based on data gleaned from the trends emerging around us. For more than a decade, she was an innovation powerhouse at Dolby Laboratories where she served as the audio, visual, and display juggernaut's chief scientist. At Dolby, she built technologies that optimally leverage human physiology to enhance and personalize our experiences and the ways we interact with the world through artificial intelligence, machine learning, digital twins, virtual and augmented reality, and other emerging technologies. Following a remarkable tenure that introduced the world to many of the advancements that we've since integrated into our daily lives, Dr. Crum left Dolby for a new role as chief technology officer at Trimble, Inc., where she led initiatives to design game-changing products that join the physical and digital worlds for the benefit of humanity and the environment. In 2022, Dr. Crum founded Goby Technologies, a leading tech and strategy consultancy designed to support businesses in new product and platform innovation. Universal Music Group and Google are among the consultancy's clients.

Concurrent to her roles as a CTO and advisor to organizations across industries, Dr. Crum is an adjunct professor in computer research at Stanford University where she focuses on the human-computer interface with immersive and augmented systems. She is also the author of numerous patents in areas that span augmented sensory systems, content authoring and delivery, methods for personalization of technologies, consumer and industrial device sensing, and algorithmic transformations and optimizations for situational intelligence. Dr. Crum serves as a U.S. representative and vice-chair to the International Telecommunication Union (ITU) and chair of the AI/Advanced Immersive Systems working group where she has helped author various ITU-R standards. She is also a member of the Stanford Research Institute Technical Council and the Consumer Technology Association's Board. Previously, she was a member of the Defense Science Research Council (DSRC) of DARPA. Prior to joining Dolby, Dr. Crum was research faculty in the Department of Biomedical Engineering at Johns Hopkins School of Medicine.

In addition to being a fellow of the Audio Engineering Society, Dr. Crum is a 2021 recipient of the Hedy Lamarr Award for Innovation in Entertainment and Technology, and a 2018 recipient of the Advanced Imaging Society's Lumiere Technology Leadership Award. She is also a 2017 recipient of the Consumer Technology Association's Technology and Standards Achievement Award for strategic and standards development work toward 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. Dr. Crum has spoken at SXSW and her TED Talk on empathetic technology has been watched more than one million times.