


# Futures Literacy for Cultural Relevance and Organizational Leadership

Global Innovation Leadership Program, May 2021

**media**  
at Stanford University





**mediaX at Stanford University** is a catalyst for industry and academic research partnerships on the impact of information and technology on society. The mediaX programs focus on how the relationship between people and technology can be enhanced, augmented and improved.

As the affiliate program to Stanford's H-STAR Institute (Human Science and Technology Advanced Research) in the Stanford Graduate School of Education, mediaX is built on our belief in the power of collaboration – between business and academic researchers on campus and around the world.

mediaX takes its strength from Stanford's academic programs — the faculty members, the courses, the research programs that receive support from federal agencies and private foundations, and importantly, the talented young students and researchers who come to Stanford for study. mediaX also draws on the intellectual courage and visions of our collaborating organizations. At Stanford, we are able to go deeper and wider than is practical for most companies.

In trusted relationships, aligned on questions that are important for the future, mediaX collaborations challenge what we know now and stretch intellectual resources to gain new insights relevant to both academic and business collaborators. The combination of Silicon Valley's entrepreneurial culture, actively engaged industry partners, Stanford thought leadership, and the energetic creativity of bright, motivated graduate students infuses mediaX research with unique opportunities to capitalize on the full intellectual, technological and cultural resources at Stanford University.

mediaX is a forum, an incubator of ideas, and a programmatic framework to encourage and support multi-disciplinary research initiatives. Its mission is to provide new insights on how technology affects people's lives, how to better design products and services to make them more usable, and to inspire the innovative use of technology in education, entertainment, and commerce.

**mediaX Global Innovation Leadership Program**  
**Futures Literacy for Cultural Relevance and Organizational Leadership**

**May 18, 20, 25 & 27, 2021**

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- Zoom Link:

<https://stanford.zoom.us/j/97681363062?pwd=QU16d3Q0WE54T0gvbDlCWVRLSENndz09>

- mediaXploration URL:

<https://mediax.stanford.edu/featured-events/mediaxploration/>

# mediaX Global Innovation Leadership Program

## Futures Literacy for Cultural Relevance and Organizational Leadership

**Tuesday, May 18** (all times Pacific Daylight Time and all sessions via Zoom)

- 2:00 pm – Welcome
- 2:30 pm – *Creating a Future Culture* (Tamara Carleton)
- 3:30 pm – *The Role of Psychological Safety in Team Effectiveness* (Justin Purl)
- 4:00 pm – Break
- 4:30 pm – *Creative Pragmatics* (Michael Shanks)
- 6:00 pm – *Motivating Personal Best from Team Members* (Tara VanDerveer)
- 6:30 pm – End

# mediaX Global Innovation Leadership Program

## Futures Literacy for Cultural Relevance and Organizational Leadership

**Thursday, May 20** (all times Pacific Daylight Time and in both [mediaXploration](#) and [Zoom](#))

- 2:00 pm - Arrive in Palm Circle, mediaXploration
- 2:05 pm – *Networking Session* (Michael Shanks & Tamara Carleton)
- 2:20 pm – Short Break – close browser and move to Zoom link
- 2:25 pm – *Mapping Context* (Tamara Carleton)
- 3:00 pm – *Team Exercise*
- 4:00 pm - Break
- 4:30 pm – *Mindsets for Future Change*
- 5:30 pm – *Making Numbers Count* (Chip Heath)
- 6:00 pm – *Orchestrating Collaboration Across The System* (Van Ton Quinlivan)
- 6:30 pm – End

# mediaX Global Innovation Leadership Program

## Futures Literacy for Cultural Relevance and Organizational Leadership

**Tuesday, May 25** (all times Pacific Daylight Time and all sessions are in [mediaXploration](#))

- 2:00 pm – Welcome – Palm Circle
- 2:05 pm – *Team Presentations* – Auditorium
- 3:20 pm – *Human-Machine Collective Intelligence and its Security* (Brian Pierce) - Auditorium
- 4:00 pm – Break
- 4:30 pm – *Future Worldbuilding* (Michael Shanks) – Auditorium
- 6:15 pm – Mix, mingle, and depart when ready – Palm Circle

# mediaX Global Innovation Leadership Program

## Futures Literacy for Cultural Relevance and Organizational Leadership

**Thursday May 27** (all times Pacific Standard Time and all sessions are in Zoom)

- 2:00 pm – Welcome
- 2:05 pm – *Four Horizons Model* (Tamara Carleton)
- 4:00 pm – Break
- 4:30 pm – *Who's in the Room? Who's at the Table?* (Antero Garcia)
- 5:00 pm – *Taking It Back* (Michael Shanks & Tamara Carleton)
- 6:30 pm – End



# Participant Bios



## Benjamin Babcock is...

...currently a Senior Manager for AI New Experiences at Facebook, a Senior leader in research, design, and innovation. He has been very fortunate to help launch several great teams, products, and businesses in his career at startups, Amazon, Xbox, Microsoft, Jet, Walmart, Columbia University, and now the AI Research team at Facebook. He loves building products and businesses that delight customers and inspire the people that build them. Benjamin has 20 years of experience in product design, research, and innovation - ranging from ecommerce experiences to video games to novel hardware and mobile devices. His successes are numerous and amazing!

Benjamin's superpower would be to fly! So much fun!! He dreams of visiting the moon to experience lower gravity and see how that would change our physical and intellectual architecture. He loves to travel but admits he spends too much time working (he loves that too!) and enough time traveling. So many great places to visit!

Benjamin would love to hike the entire Pacific Crest Trail (amongst other long hikes around the world). He does his best thinking while on long walks!



## Abdelhamid Bassi is...

...Lead Startup Program, StartGate, Innovation & Entrepreneurship platform at UM6P

Abdelhamid has an engineering background in Industry & Logistics with a deep understanding of processes development and value mapping. He is a team player *Par Excellence* with an expertise in building Human Networks and spurring innovation to take complex projects from an idea to a successful implementation. He is climate passionate with an expertise in program creation and a savvy business mind with a focus on impact. He is the co-founder of the pioneering Moroccan chapter of World Merit, and he has helped build their structure and model.

Being a person of systems, big picture, and vision, Abdelhamid would love to have the superpower of flying, in order to see things from above, and have a clarity in mapping human interactions.

His dream place to visit is Santorini, Greece, and his passion is challenging and supporting innovative startups in growing and building strong business models. Abdelhamid has always wanted to try skydiving to see things from above.



## Selena Chan is...

...a research manager at Facebook, focused on AI. In her spare time, which is quite limited these days, she enjoys spending time outdoors as much as possible - hiking, biking, running – and also sitting at the beach, watching her kids & dog play joyfully in the sand and water.

If Selena had a superpower, to complement her “supermom” complex, she’d love to be able to time travel both forward in time (to see the future), as well as back in time (to change the past). She’d also love to add in the ability to transport to different places – taking her all the way to Japan, where she’d explore all the country has to offer from beautiful sceneries to fresh fish to historical sites to modern day living.

Selena can’t wait to travel again – her passport is dusty, and she is ready to see the world!



## Keith Coleman is...

...Chief Strategy Officer Emeritus at the Tesla Foundation, a science and technology think tank centered on autonomous systems. His leadership focused on reviewing combinations of robust data characteristics and technical education mentorship to identify and nurture talent, enhancing human potential for invention.

A governmental affairs and economic research intermediary, his role advanced strategy examining the nexus between policy and innovation. This agile oversight is cited in the Stanford Graduate School of Education podcast Schools In - “Preparing Students for an Automated Future.” Now at the University of Pennsylvania, he engages in applied positive psychology that drives transformational learning to promote human performance and well-being.

He serves on the Executive Council for the Advanced Manufacturing Partnership of Southern California (AMP SoCal): a U.S. Department of Defense, Office of Economic Adjustment, Aerospace and Defense Supply Chain initiative co-led by the City of Los Angeles and USC. He also serves as a Distinguished Visiting Scholar for mediaX at Stanford University.



## Geoff Cox is...

...currently the Senior Associate Dean for Administration and Finance in Stanford's Graduate School of Education. He is also a Lecturer, teaching courses ranging from 'The Philosophy of Education' to 'Education Finance'. Geoff has been a university administrator for more than 40 years (hard to believe!). He was president of Alliant International University for 11 years, and was also involved in one of the first fully online start-up universities in the early 2000's. One of Geoff's current projects is to help set up Stanford's Transforming Learning Accelerator, which is one of the university's major strategic initiatives.

Outside of work Geoff enjoys reading, gardening, cooking, and playing the trombone in jazz bands—although COVID has curtailed that activity for a while. Also, just as the lockdown started last year, he had been scheduled to travel to India on a trip organized by the Fulbright Foundation. It's a place he's always wanted to visit, so that's still on his bucket list.

If Geoff could choose any superpower, it would be to speak every language in the world. Since he only speaks one now, he has a long way to go!



## Karen Chien is...

...a Manager for ITRI, the leading Research & Development Institute in Taiwan for Technology, Industry Trends, and Enterprise Consulting. She oversees marketing and sales, with more than ten-years-experience in her current position. If Karen could choose a superpower, her power would be to give her family members immortality.

Karen dreams of visiting Northern Europe, specifically Finland, Sweden, Norway, and perhaps Scotland. Outside of work, she loves to paint and work in her garden as it helps her calm herself when she is anxious or in a bad mood.

This year, Karen is leading a project to develop a “Technology Scouting” platform that focuses on emerging and future technologies to enhance the field of research & development.

Karen’s dream is to start a new generation of a consulting firm that utilizes technology to increase efficiencies in R&D. “Technology Scouting” methodology can help the R&D industry to discover what emergent technologies can be best implemented and commercialized to allow them to create a better world for future generations.





## **Daniel Deolindo is...**

...a technical analyst in the Professional Development Management at SEST SENAT, training CEOs in the transport sector.

Daniel would like to have a superpower to extend time to explore all the opportunities that come to him.

Daniel would like to visit Israel and London. He loves spending time with his family and friends and going to church. He would also love to have time to devote himself to the arts.



## Miwa Furuya is...

...a manager for the Department for Promotion of Science in Society, JST, where she is responsible for promotion of co-creation with various sectors such as “CHANCE”, an open platform for co-designing future society. Prior to that, she has been working on the management of several public funding programs.

Before joining JST, Miwa was a research associate of RIKEN Center for Developmental Biology after graduating with a PhD. from Tokyo University in 2006.

If Miwa could choose a superpower, she hopes she could foresee natural disasters.

She would like to visit and see the Nazca Lines in Southern Peru. Outside of her work, she likes to walk around seaside towns and has always wanted to move there and enjoy more time with her family.





## So Hasegawa is...

...currently a machine learning engineer at Fujitsu Japan, and his main work is to provide artificial intelligence-based solutions to our customers by exercising image processing and speech processing. He has participated in four main projects, with one of them as a project leader.

Through three years of work experience, he has recognized the power and utility of artificial intelligence. His first name "So" means "create" in Japanese, and his name has represented his enthusiasm in creation throughout his life. While he was in his early teens, he was captivated by beautiful art forms in Japanese anime and worked on reproducing them by drawing. In his late teens, he made several kinds of music with the piano, synthesizers, and digital audio workstations.

When So was a university student, he majored in engineering and did research on developing high-efficiency solar cells. At present, he creates AI-based software products not only as a job but also as a hobby.



## Maxi Heitmayer is...

... currently a PhD Candidate in the Department of Psychological and Behavioural Science at the London School of Economics and Political Science holding a highly selective LSE Studentship.

His research tries to better our understanding of how people use their smart devices and social media in everyday life. He uses sophisticated digital video ethnography techniques (SEBE) to study how users interact with their devices in naturally occurring contexts, what routines and behavioural patterns they have developed, and how this influences their decision-making processes, particularly regarding the use of time and the direction of attention.

Maxi's research interests revolve around ICT use, smartphone & social media addiction, new research technologies, and research ethics.



## Kevin Krejci is...

...the business development manager for the CTO Strategy Office at Fujitsu Laboratories of America, where he supports technology scouting, market research, and innovation strategy for Fujitsu, Japan's largest IT services provider. He has broad experience working for companies big and small, including automotive/transportation, multimedia, healthcare, and information and communications technology (ICT).

After diagnosis with Parkinson's Disease at age 48, Kevin became an instant patient advocate for outsmarting Parkinson's with tech, data, exercise, nutrition, peer power, humor, mindfulness, and positive visualization, and he served as an Ambassador to the World Parkinson Congress 2016.

If he had a superpower, it would be to teleport through time and space. Go back to pivotal times and places to alter the course of history for better outcomes, could meet ancestors and great grandchildren! His dream place to visit would be Borneo in 1686. Kevin loves to do outdoor activities and sports with his 2 boys, cooking and eating family dinners, to travel, music, movies, books and art (creating and consuming), camping and gardening. He has always wanted to take his family to the jungles of Borneo!



## Roberto Lai is...

... currently a division director of ISTI in ITRI, leading the Japan Business Division and Japan Industrial Research Division, facilitating international collaboration between ITRI and Japanese companies or R&D Institutes.

Roberto's hands-on experience in international collaboration enables him to successfully turn innovation into new business. In addition, he likes to share his working experiences with his colleagues. Roberto was a lecturer teaching "Technology Marketing Strategy" in TAITRA International Trade Institute, and "International Business Development" in the ITRI college.

Roberto's superpower would be to cure COVID-19 patients all over the world. His dream place to visit would be the Arctic Circle, to see the Aurora. Even better if he could get a place on a rocket built by Elon Musk or Jeff Bezos as it's apparently even better from space!

Roberto would really like to explore new restaurants, from 5-star dining to local street food. Sometimes a good meal brings good business collaborations!



## Jimmy Liang is...

...the executive secretary (a representative in the government) of a promotion office called TUSA (stands for Taiwan-USA), dedicated to the promotion of US and Taiwan's industrial cooperation. Since graduation from Cavendish lab, at Cambridge UK, he returned to Taiwan and worked as a VP in a Japanese multinational for several years, before joining ITRI.

He now works in ITRI (Industrial Technology Research Institute - the biggest research organization in Taiwan). As he meets a lot of people everyday, he believes life is fun as you get to see different industries and engaged in different technology projects. If he could choose a superpower, he wishes he could become the CEO of a multinational working on projects that lead to changes in people's life. Something as creative as Elon Musk. His dream place to visit is Swaziland, and he usually does weight-lifting after work.

He loves traveling, so he always loves to take his family to visit places around the world. He is very much looking forward to joining this **mediaX** program.



## Karen Ma is...

... Director of Emerging Regions Collaboration Division with the Industry, Science and Technology International Strategy Center (ISTI) in ITRI. She joined ISTI in 2004, after working more than two years as a financial analyst in a commercial bank. Karen started as an industry analyst on the electrical industry, and later focused on the renewable energy industry. Since 2011, she has been working on government-funded programs promoting international collaborations between Taiwanese industries and overseas partners in emerging markets. Karen's current focus is on Southeast Asia, and she also specialized in Southeast Asian studies, and providing consulting services to Taiwanese companies on their manufacturing investments or marketing strategies in Southeast Asia.

Karen was a frequent traveler before the pandemic. Due to her job, she has visited more than 40 countries in the world. The combination of working, traveling, learning and networking is a great motivation in her work.

If Karen could choose a superpower, she hopes there could be a superpower to stop the pandemic and bring the world back to normal as soon as possible.



## Adriana Moreira is...

...a Professional Development Coordinator at SEST SENAT, in Campos dos Goytacazes, Rio de Janeiro, a city with approximately 510,000 inhabitants. She finds it simply fascinating to work transforming lives. The institution operates directly in the transportation sector throughout Brazil, serving 156 Units in the country.

Adriana feels that assisting in the development of people is special and remarkable. She has extensive experience in the logistics area (having worked for almost ten years in a transport company). Adriana taught classes in Administration and Logistics. She has also been a bank manager.

Adriana likes challenges and she often tries to overcome them.

In addition to her job, what completes her is being a mother. Adrian is a great protector. She loves to travel and be with friends and family, watch movies and work.

Adriana's mantra is "Success comes from wanting and persisting in reaching a goal!"



## Yoichi Okamoto is...

...currently working on the new business launch team of Aisin Seiki of the Toota Group. Yoichi studied psychology on social behavior for his bachelor's and master's degrees. He has also led a research team during his undergraduate years at the University of California, Irvine. He also founded a stock investment company that develops statistical models while he was studying for his doctorate.

Yoichi would choose a superpower that would enable him to travel through his past without aging. He wants to enjoy his life many times and take on challenges. At the same time, he wants to try anything without risk.

His dream place to visit would be the Amazon. He would love to travel on a ship with his family and friends down a rainforest river.

When outside of work he loves to play with his one-year-old son. His smile is the power of Yoichi!

Yoichi wants to test new ideas with simple prototypes, so he always wants to learn the skills to develop fast programming and creation skills.





## Toshiya Okamura is...

...a Senior Researcher at Institutes of Energy Economics Japan. The institute gives advice and makes recommendations to the Energy Ministry of the Japanese Government, and he works in the field of Energy Efficiency and Climate Change. He enjoyed his days when on secondment/assignment work in US and UK, learning their energy challenges and experiencing different life in a different country. He has been a Visting Scholar at Stanford from 2012 to 2016 and in 2019-2020.

For his superpower, he would pass the power to a young friend who has a big dream but suffering from a lack of opportunity. For his dream place to visit, he would be thrilled if he could visit his parallel universe. ("A parallel universe/an alternate universe" implies that the reality is a variant of our own, with some overlap with the similarly named alternate history...)

Outside of work/school he always enjoy going out/travelling with his family along with his dog. Now approaching 60, he is beginning an obsession of classic car repair... (so scary...!)

He has always wanted to make a long trip (hopefully a few years) to England and Europe along with his dog.



## **Kumiko Okawa is...**

...passionate about the interface between science and social relations and their combined impacts for the betterment of society.

Kumiko is currently Project Coordinator at the Department for Promotion of Science in Society in Japan Science and Technology Agency (JST). After spending about 10 years of her career as a technician in research institutions both in Japan and Germany, she joined JST and engaged in a program to support international collaborative research between developing countries and Japan through Japanese ODA and competitive funds where she traveled to Southeast Asia, Africa, and South America.

Prior to joining the current Department, she served as Deputy Director of the Paris Office, acted as a key interface helping strengthen S&T ties at all levels between Japan and Europe.

She has a great interest in the process of listening and learning from diverse ideas and creating new values in her mind.



## Rafaela Oliveira is...

...a professional development coordinator in the company SEST SENAT. She is a teacher in a college and studied for her Masters Degree in Germany for six months in 2016. It was a great personal and professional experience.

She'd like to have the power to offer access to free education for everyone in every places independently of people's economic and social conditions. Because she knows and lives the power of education. Her dream to visit is Mexico, because it has a lovely places, delicious food, good music, languages, culture, and nice people.

Outside her work, she likes trips, listening to music, dancing and having contact with nature. She has always wanted to dance to Latin rhythms - more often, in more places, as a form of artistic expression.



## Rebecca Rosal is...

...a HR business partner at SEST SENAT. She has worked in this area for 13 years. The highlight of her work is the development of people and professionals. Rebecca's biggest highlight so far has been teaching people to serve with excellence, in any professional position, based on Disney excellence. Disney is a company of which she is a big fan and enthusiast.

If Rebecca could choose a superpower, it would be to hear people's thoughts. She really enjoys working with human behavior and emotions, and that would be a fantastic superpower.

A dream place to visit would be to visit every Disney theme park in the world. In addition to the United States that she has already visited, Rebecca would like to visit China, Japan, and Paris to confirm what she already knows in theory, that their pattern is followed in all their parks, regardless of culture.

Outside of work, Rebecca likes to chat with friends, listen to good music and drink good wine. If possible, in the company of her husband and pets. She has always dreamed of traveling the world and getting to know different countries and cultures.



## Takafumi Suzuki is...

...working for AISIN Corporation, tech scouting in the Bay Area.

Takafumi studied material science at University, and atmospheric chemistry for his Masters degree. He started to work as an electrical engineer for business use projector. Then he entered the Automotive business in Japan for 4-5 years as an electrical engineer. He was in Munich for almost 4 years and worked as HW Team leader on a car navigation system.

After Takafumi returned to Japan, He worked on developing the Automatic Transmission Computer for 2 years. Finally, he has moved to the Bay area.

For his superpower Takafumi would choose Super AI specialist skills. He would like to build the happiest city in the world based on the digital technology and analog world fusion.

His dream place to visit is “Lampedusa Island ” in Italy. He would love to travel with his family. He has already been to more than 40 countries.

Takafumi always wants to eat Potato chips. Nevertheless, he tries to avoid doing this as much as possible for the good of his health, of course.



## Maimi Takehashi is...

... a Manager of Financial Technology business development in Fujitsu whose headquarter is in Japan. She has overseen global system integration projects in the US, Asia, and Europe. Maimi collaborated with members in Poland, Indonesia, Myanmar, Thailand, and the US. Using her experience, she has been researching project management across multiple regions, countries, and organizations.

Maimi moved to Silicon Valley in 2018, conducting research activity as a Research Manager in the Technology Strategy Unit in Fujitsu Laboratories of America. She oversees business development for Fintech fields. Since Fujitsu is researching multiple core technologies, Maimi would like to collaborate with partner companies to provide emerging technologies and services.

Outside the company, Maimi participated in activities to expand technologies to improve "children's eyesight" in cooperation with her mother, who has been researching "children's near vision visual acuity" for about 40 years as a researcher in Japan and invented some tools for teachers and parents to easily conduct their children's eyesight tests. They would like to expand the idea and tool around the world.



## Hiroshi Tomita is...

...a representative of the National Institute Of Informatics(NII) in US, researching technology and market trends with needs in the US to identify future technology transfer and business opportunities.

Hiroshi held executive positions for many years with Konica Minolta in USA and is an experienced President with a demonstrated history of working in information technology. He managed all R & D activities at Konica Minolta Laboratory USA for 17 years. Hiroshi is a strong business development professional as well as having skills in Strategic Planning, Marketing Strategy, and Customer Relationship Management.

Hiroshi is also a Board Member and past President (three-year terms) of the Japanese Chamber of Commerce Northern California. He was a Distinguished Visiting Scholar with mediaX from 2017 to 2020.



## Leonardus Vergutz is...

...a father of two lovely boys and currently living in Morocco. He loves nature, science, traveling, and getting to know different cultures and different places.

Leonardo is a professor and soil scientist currently working in a new university in Morocco, Mohammed VI Polytechnic University (UM6P). His mission is to develop sustainable solutions for agricultural systems to improve the way we interact with the environment. He comes from a farmer's family and graduated in Agronomy in a prestigious agricultural university in Brazil, where he also did his MS and DS. During his DS Leonardo spent 16 months at Duke University, which was a life changing experience. In 2012 Leonardo became a professor in Brazil until he embarked on an exciting new journey in Morocco at the end of 2019.

If Leonardo could choose a superpower he would fly. He has many dream places to visit, but one of the most exciting ones is related to a "historical" tour around Europe all the way to Jerusalem, visiting important historical sites, landmarks, churches, mosques, synagogues, and museums, immersing in history.

Outside of work Leonardo likes to travel and to be in contact with nature. He has always wanted to help develop a better world.





## Guangri Wu is...

...currently in charge of advanced planning of mobility-related services/products with AISIN, for whom he has worked for the last 17 years. He started his career with them as a systems engineer for car navigation systems. Guangri studied electronic communication engineering in China, and semiconductors at grad school in Japan.

Highlights of his career so far were the launch of several car navigation projects as a project manager.

If Guangri had a superpower, it would be to understand an animal's mind and language, because there are a lot of things humans don't know, but animals do.

Dream places to visit are those jazz-famous cities like New Orleans, New York, Chicago, etc.

Outside of work, Guangri likes to walk his dog, and watch movies and sometimes play futsal.

Guangri has always wanted to learn piano and play jazz music in the street!



## Ryota Yamada is...

...a Distinguished Specialist of Technology at AI and Data Science Dept., Core Technology Center, Technology and Intellectual Property H.Q., OMRON Corporation. He joined OMRON in 2002.

From 2003 to 2006, he was a Visiting Researcher at mediaX at Stanford University and worked with the Late Cliff Nass on designing and implementing Socially Intelligent Agent technology which improves the performance of humans.

After returning to Japan, he worked on the research and development of online communication systems for experts in factories and wireless sensor network systems. Now he is working on technology and strategy for DX (Digital Transformation).

When he was a child, he came to the realization that he might do anything if he could spend enough time learning by trial and error. So, his superpower would be gaining immortality for getting infinite time for learning. As he has not gained immortality yet, now he is afraid of CoViD-19 and spending most of the time in his home. His goal is to visit everywhere in the universe, but he would like to start by revisiting the places, including Stanford University, where he spent his life before.





## Al Youngblood is...

...a user experience researcher at Facebook within the AI Organization. His research focuses on bringing together people, information, and technology in creative solutions that are engaging and delightful to use. Before joining Facebook, Al held research positions at Philips, Dell, and Microsoft.

Al wishes that his superpower was being a superfish. So much of our world is covered in oceans filled with complex marine life and systems, each a beautiful constellation of colors. Having a fish-eye view of it all would be an incredible way to experience life in the water. Al would take up residence in the Carribean Ocean off the coast of St. Croix, Virgin Islands, which is a place he would love to re-visit.

Outside of work, Al enjoys spending time in the Pacific NW, hiking, fishing, kayaking, and camping. He is an avid BBQ grill master who loves to entertain for friends and family. Al would one day love to take up sailing.





# Facilitator Bios



## **Professor Michael Shanks is...**

...a professor of Classics at Stanford University. He does what most people associate with archeology – digs up the past – and he is part of the team excavating the Roman town of Binchester in the north of England.

His expertise in ancient Greece and Rome is also the basis for his interest in all manner of archeological themes, including the history of design, long-term patterns in history, and heritage.

Shanks is also a senior faculty member of the Hasso-Plattner Institute of Design at Stanford University, where he champions history and memory in enlightened design thinking and practice.



## Tamara Carleton is...

... a world-renowned executive, educator, researcher, and thought leader focused on building innovative, impactful organizations. She is the CEO and founder of Innovation Leadership Group LLC and lead author of the Playbook for Strategic Foresight and Innovation, a hands-on guide that has been used by hundreds of teams to be more innovative. Dr. Carleton has many international appointments, and she is one of the few international experts that has studied DARPA's model of radical innovation. She holds a doctorate in mechanical engineering from Stanford University.

Tamara grew up traveling and has had adventures across 23 countries to date – including training rising leaders in South Africa's National School of Government and petting African lion cubs carefully. She has tested foresight tools with colleagues at three Finnish universities and experienced Finland's oldest private sauna. She has helped business managers to prototype their country's future in "Thailand 4.0" and had a signature Thai massage. Tamara has also studied abroad in New Zealand and seen Te Rerenga Wairua by motorcycle (where two oceans collide), and taught foresight strategy to top engineering teams in India, visiting 2,000-year-old Indian cave temples teeming with wild monkeys.





# Speaker Bios



## Justin Purl is...

...a Senior People Analyst at Google. Through the transition to work from home, he set the research and analysis strategy for Google's ongoing, social-science research to inform Google-wide policy.

Along with his colleague, he received the Society for Industrial/Organizational Psychology's (SIOP) 2021 Wiley Award for Excellence in Survey Research. He is also passionate about using advanced analytics to better inform decision makers, such as using survival analysis for workforce planning (McCloy, Purl, & Banjanovic, 2019).







## Brian Pierce is...

...a master innovator and strategist in cutting-edge technologies. He is a Visiting Research Scientist at the University of Maryland Applied Research Laboratory for Intelligence and Security and serves on the advisory board for sparks & honey. He is Distinguished Visiting Scholar at Stanford.

Brian is a former Director and Deputy Director of the Information Innovation Office at the Defense Advanced Research Projects Agency (DARPA) from 2014 to 2019. During this time, he developed and implemented the strategy of I2O, and drove advances in AI, data analytics and cyber in over 75 DARPA programs. Brian brings over 35 years of experience developing breakthrough technologies over a career spanning DARPA and the aerospace/defense industry. His full biography appears on the mediaX website, as it is very detailed. He has more than 25 U.S. patents registered in his name.

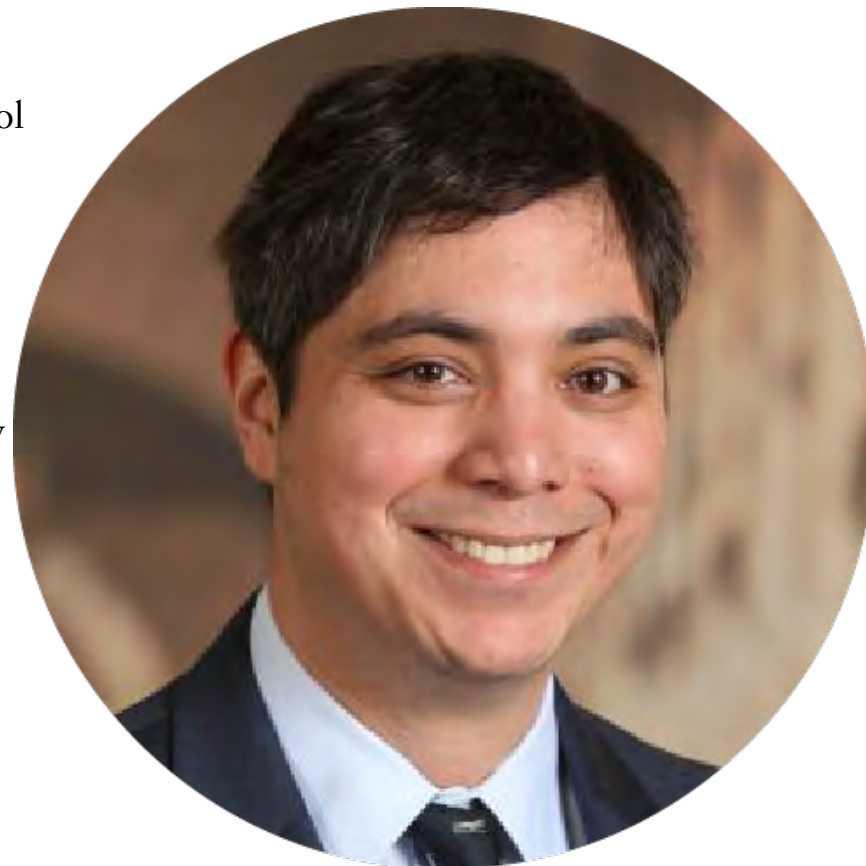




## **Antero Garcia is...**

...an Assistant Professor in the Stanford Graduate School of Education. He studies how technology and gaming shape youth learning, literacy practices, and civic identities. Prior to completing his Ph.D., Antero was an English teacher at a public high school in South Central Los Angeles. His two most recent research studies explore learning and literacies in tabletop roleplaying games like Dungeons & Dragons and how participatory culture shifts classroom relationships and instruction.

Based on his research, Antero co-designed the Critical Design and Gaming School--a public high school in South Central Los Angeles. Antero's research has appeared in numerous journals including The Harvard Educational Review, Teachers College Record, and Teaching and Teacher Education. Antero received his Ph.D. in the Urban Schooling division of the Graduate School of Education and Information Studies at the University of California, Los Angeles.



## Chip Heath is...

...the Thrive Foundation for Youth Professor of Organizational Behavior, Emeritus in the Stanford Graduate School of Business. His research examines why certain ideas - ranging from urban legends to folk medical cures, from Chicken Soup for the Soul stories to business strategy myths — survive and prosper in the social marketplace of ideas. A few years back Chip designed a course, now a popular elective at Stanford, that asked whether it would be possible to use the principles of naturally sticky ideas to design messages that would be more effective. The material from that course, *How to Make Ideas Stick*, has been taught to hundreds of students including managers, teachers, nonprofit leaders, doctors, journalists, venture capitalists, product designers, and film producers.

Chip's research has appeared in *Organizational Behavior and Human Decision Processes*, *Quarterly Journal of Economics*, *Cognitive Psychology*, *Journal of Consumer Behavior*, *Strategic Management Journal*, *Psychological Science*, and the *Journal of Risk and Uncertainty*. Popular accounts of his research have appeared in *Scientific American*, the *Financial Times*, the *Washington Post*, *Business Week*, *Psychology Today*, and *Vanity Fair*, NPR, and a National Geographic television show.



## Tara VanDerveer is...

...The Setsuko Ishiyama Director of Women's Basketball and the all-time winningest coach in women's college basketball. Coach VanDerveer has cemented herself as one of the top coaches in the history of the sport, both collegiately and internationally, and is a member of both the Naismith Memorial Basketball Hall of Fame (2011) and the Women's Basketball Hall of Fame (2002).

An ambassador for both Stanford University and the sport of college basketball, VanDerveer has enjoyed an unprecedented level of success through an energetic and positive approach to the game.

The 2020-21 season was a momentous one for VanDerveer, as she led the Cardinal back atop the collegiate mountaintop, all while constantly adapting to unprecedented change due to the global pandemic. On December 15, 2021, she became the sport's winningest coach, breaking Tennessee's Pat Summitt's mark of 1,098. Stanford finished the year 31-2, winning both the Pac-12 regular season and tournament championships, earning the No. 1 overall seed in the NCAA Tournament and claimed the national championship for the first time since 1992.



## Van Ton Quinlivan is...

...a nationally recognized thought leader in workforce development. She has a proven record for guiding and implementing large system change while fostering a culture of experimentation, innovation and collaboration. Her distinguished career spans the public, private, and non-profit sectors. Van is CEO of Futuro Health, whose mission is to improve the health and wealth of communities by growing the largest network of credentialed allied healthcare workers in the nation. Van previously served as executive vice chancellor for the California Community Colleges, the nation's largest system of higher education, and grew public investment in workforce programs from \$100 million to over \$1 billion during her tenure.

In 2013, Van was named a White House Champion of Change under the Obama Administration in recognition of her notable career in industry, education and service as a community leader. She received the California Steward Leader Award in 2017 for her dedication to collaboration and work to align public, private, and civic sector leaders in support of economic and social mobility for state residents. In 2019, Ton-Quinlivan was named a mediaX distinguished visiting scholar by Stanford University.





# **mediaX**

# **Staff Bios**

## Martha Russell is...

...Executive Director of mediaX at Stanford University and Senior Research Scholar at the H-STAR Institute.

Her background spans a range of business development, innovation and technology-transfer initiatives. Martha founded Stanford's Innovation Ecosystems Network, which uses data-driven network analysis to study relationship-based ecosystems for innovation. Martha also serves on the advisory board of the Journal of Technology Forecasting and Social Change and advises several startup companies.

People often comment that Martha has no discernable regional accent when she speaks – maybe because she lived in 8 different US states in her early years – Minnesota to Texas, Pennsylvania to California. A generalist and out-of-the-box thinker, Martha has great respect for “the box” and appreciates working with experts who excel in details and procedures. She plays flute or piano daily and can hold a plank position for 2 minutes.

Martha's superpower would be a limitless supply of steady air for playing long passages with the flute. Her dream place to visit is Kauai, north shore. When not working, Martha likes to do long hikes in the mountains, and she has always wanted to fly in a hot air balloon!



## Roy Pea is...

...David Jacks Professor of Education & Learning Sciences at Stanford University, Graduate School of Education, and (by courtesy) Computer Science, and Director of the H-STAR Institute.

His studies and publications in the learning sciences focus on advancing theories, research, tools, and social practices of technology-enhanced learning of complex domains.

Roy is founder and Director of Stanford's PhD program in Learning Sciences and Technology Design. He is co-editor of six books: *Mirrors of minds: Patterns of experience in educational computing* (1987), *Planning for two transformations in education and learning technology* (2003), *Video Research in the Learning Sciences* (2007), *Mobile social media for learning and education in formal and informal settings* (2010), *Learning Analytics in Education* (2018), and the *Routledge Handbook of the Cultural Foundations of Learning* (2020), and co-author of the 2010 National Education Technology Plan for the US Department of Education. He holds six patents in interactive web video communication and collaboration.





## Jason Wilmot is...

...the Director of Communications and Events for mediaX at Stanford University. He has a wealth of knowledge around concepts and tools used to integrate perspectives and help mediaX members apply multi-disciplinary research insights from a wide variety of Stanford labs.

Jason has significant experience in media management – managing and running commercial broadcast stations in the United States, as well as creating and distributing content that gains attention from audiences and communities.

If Jason had a superpower it would be to communicate with all living things. He's always wanted to visit Australia.

When he's not working, you'll find him training for an endurance race or in a National Park and one these days, he'll walk on a frozen glacier in Alaska.



## Elizabeth Wilsey is...

...the Director of Community Relations with mediaX at Stanford University. In this role she supports member management, relationship development, and the internal and external community of mediaX. She specializes in relationship cultivation and logistic coordination, with experience in both academia and theatrical production.

Prior to arriving at Stanford, she worked as an Academic Conference planner for faculty across many disciplines at the University of Notre Dame, including sites in London, Rome, Dublin, and Jerusalem. As a Theatrical Production Manager, her shows have won numerous awards, including a Pulitzer Prize, Obie Award, and Tony Award nominations.

Elizabeth's superpower would be the ability to manipulate time. Her dream place to visit is The Grecian Islands.

When she's not at work she loves to go wine tasting with family and friends and she's always wanted to see the Olympic Games in person.



## Addy Dawes is...

...the Program Manager at mediaX at Stanford University.

Addy, originally from England, worked there with the British Civil Service for 25 years as a mid-level executive manager. She came to California in 1999. With over 21 years of experience at Stanford University, she supports the many events and needs of mediaX and the H-STAR Institute. Addy ensures that the work of the mediaX affiliate program continues unhindered by administrative trivia, and that our industry members, researchers and faculty have all they need to build their ground-breaking research collaborations.

Addy's superpower would be teleporting – locally to avoid the commute when in the office, and globally to visit close family in Edinburgh and Manchester! Her dream place to visit would be New Zealand.

Outside of work she is very involved in a non-profit rescuing Basset Hounds, and she also loves to hike and go to live music festivals. Addy has always wanted to sing – but has a terrible voice!





## **Synthia Payne is...**

...a User Support Specialist for mediaX. She began using computers in the mid-80's.

Synthia thinks her superpower is empathy and being able to understand what people are feeling or needing, which really comes in handy for supporting technology users.





## Thank You...

... for participating. We look forward to a time when we can see you all in-person again.

We always learn so much from your feedback and suggestions, and we are always eager to hear how we can improve. Feel free to reach out anytime and let us know how we can help.

Until we meet again, stay well!

mediaX at Stanford University  
Stanford Graduate School of Education  
[mediax.stanford.edu](http://mediax.stanford.edu)

# Futures Literacy for Cultural Relevance and Organizational Leadership

Global Innovation Leadership Program, May 2021

**media**  
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