
Jim Spohrer

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Active team and system builder. Now working to simplify the way AI/digital cognitive systems are built, understood, and used. Recognized leader in emerging service systems innovation community.

Capabilities - Interests - Networks

- Fluent in physical, computer, and service sciences (10 patents)
 - Published in scientific journals and conferences (100+ papers)
 - Engaging executive briefings + plenary speaker (60+ keynotes)
 - Mission-oriented team builder; socio-technical service offerings
 - AI for Augmented Intelligence in smarter/wiser service systems
 - Strengthening global industry-university networks
 - Mentoring multidisciplinary, global students and teams
 - Building systems to address complex, dynamic challenges
 - Growing global ecosystems via publishing and conferences
 - Developing and evaluating venture and innovation portfolios
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Work Experience

IBM (1999-Present) – San Jose, CA

Director IBM Global University Programs (2009-2016)

Director IBM Research - Almaden Service Research Group (2002-2009)

Director and CTO IBM Venture Capital Relations Group (1999-2002)

Executive leader and co-founder of externally-facing collaborative research and development organizations, including academic, venture, industry, and government for smart service systems. Defining win-win education, research, and investment projects and initiatives, including building, understanding, and working with digital cognitive systems.

Apple (1989-1998) – Cupertino, CA

Distinguished Engineer Scientist and Technologist (DEST) (1995-1998)

Programmer/Manager, Apple Advanced Technology Group (ATG) (1989-1994)

Manager and developer of intelligent, multimedia tutoring systems, learning environments, and authoring tools, patents, and research publications. NSF \$6M with top universities. Hybrid open source and proprietary systems.

Verbex, Acquisition of Exxon Enterprises (1978-1982) – Bedford, MA

Programmer/Senior Research Scientist (Dialogue Systems, original name)

Machine learning advances for speech recognition HW/SW products, software development, research publications.



Educational Experience

Yale (1982-1989) – New Haven, CT

Ph.D. and M.Phil., Computer Science/Artificial Intelligence

MIT (1974-1978) – Cambridge, MA

B.S., Physics (minor: Computer Science/Artificial Intelligence)

Achievements and Accomplishments

Recognized leader of industry, university and startup ecosystem collaborations
Manager and developer of software systems, patents, publications, presentations
Awards from IBM, Apple, NSF, and ISSIP.org global service innovation community
Open source curriculum and smarter/wiser service system research; Citation H-Index 36

Curriculum Vitae (CV)

JIM SPOHRER

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Skype: james.clinton.spohrer (my full name)

LinkedIn: <http://www.linkedin.com/in/spohrer/>

CV Summary

Four most cited articles > 500 citations

Seventeen representative publications (1982-2016)

Career history and education background

Patents 10

Awards 5

Grants 4

Publications 100+

Keynotes/Plenaries 60+

Conference Co-Chair 10

Four Most Cited Journal Articles (as of December 2016)

1149 Citations

Spohrer, J, PP Maglio, J Bailey, D Gruhl (2007) Steps toward a science of service systems. *IEEE Computer*. 40(1):71-77.

1079 Citations

Chesbrough H, J Spohrer (2006) A research manifesto for services science. *Communications of the ACM*. July. 49(7):35-40.

841 Citations

Maglio PP, J Spohrer (2008) Fundamentals of service science. *Journal of the Academy of Marketing Science* (Special issue on Service-Dominant Logic), March 36(1):18-20.

597 Citations

Spohrer J, PP Maglio (2008) The emergence of service science: Toward systematic service innovations to accelerate co-creation of value. *Production and Operations Management*. 17(3):238-246.

Seventeen Representative Publications (1982-2016)

Spohrer J (2016) IBM's service journey: A summary sketch. *Industrial Marketing Management*.

Spohrer J, Banavar G (2015) Cognition as a service. *AI Magazine*. Dec 31;36(4):71-86.

Demirkan H, J Spohrer (2015) T-Shaped Innovators: Identifying the Right Talent to Support Service Innovation. *Research-Technology Management*. Sep 1;58(5):12-5.

Freund LE, JC Spohrer (2013) The human side of service engineering. *Human Factors and Ergonomics in Manufacturing & Service Industries*. Jan 1;23(1):2-10.

Spohrer J, A Giuiusa, H Demirkan, D Ing (2013) Service science: reframing progress with universities. *Systems Research and Behavioral Science*. Sep 1;30(5):561-569.

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Spohrer J, L Anderson, N Pass, T Ager, D Gruhl (2008) Service science. *J. Grid Computing*. 6(3):313-324.

Spohrer JC, DC Engelbart (2004) Converging technologies for enhancing human performance: Science and business perspectives. *Annals of the NY Academy of Sciences*. May 1;1013(1):50-82.

Spohrer J, M Stein (2000) User experience in the pervasive computing age. *IEEE Multimedia*. Jan-March 7(1):12-17.

Spohrer JC (1999) Information in places. *IBM Systems Journal*. 38(4): 602-628.

Norman, D, J Spohrer (1996) Learner-centered education. *Comm. ACM*, April, 39(4): 24-27.

Cypher, A, DC Smith, JC Spohrer (1994) KidSim: Programming agents. *Comm. ACM*, 37(7):55-67.

Spohrer, J (1995) Apple Computer's Authoring Tools Research Program. *Artificial Intelligence Review* June;9(2):85-89.

Spohrer JC (1992) MARCEL: Simulating Novice Programmers. NJ: Ablex.

Spohrer JC, E Soloway, E Pope (1985) A goal/plan analysis of buggy Pascal programs. *Human Computer Interactions*, 1(2):163-207.

Spohrer J, Brown P, Roth R (1982) Automatic labeling of speech. In *Acoustics, Speech, and Signal Processing*, IEEE International Conference on ICASSP'82. May; 7:1641-1644.

CAREER HISTORY (More Detailed)

IBM, San Jose, California (1998 - Present)

Director, IBM Understanding Cognitive Systems (2016-Present)

- Assisting IBM Research Chief Science Office Cognitive with projects; Design next generation cognitive curriculum

Director, IBM University Programs (2009-2016)

- Directed investment in universities for research awards and adoption of cognitive cloud platform
- Applied service science to create university programs for smarter cities/smarter campuses

Director, Almaden Services Research (2002-2009)

- Established first service research group in IBM Research, and launched service science initiative
- Research Division Outstanding and Accomplishments Awards for >\$500M impact on \$40M investment

CTO, IBM Venture Capital Relations Group (1999-2002)

- Co-founded group to establish win-win relationships with VCs, entrepreneurs, and IBM Global Services

Functional Manager, Computer Science Foundations (1999)

- Managed advanced user experience design group (HCI) as well as theory of computation group (Theory)

Manager, USER Experience (HCI) Group (1998)

- Managed web services, user-aware and context-aware information environments (InformationInPlaces)

Apple Computer, Cupertino, CA (1989 - 1998)

DEST, Distinguished Engineer, Scientist, and Technologist (1996- 1998)

- Conceived and led Educational Object Economy (EOE) and WorldBoard initiatives

Program Manager, Authoring Tools & Titles (1993 - 1995)

- Managed authoring tools development, including SK8, Squeak, NSF/DARPA East-West Consortium

Programmer/Principal Scientist/Project Manager, End User Programming (1991 - 1992)

- Managed and co-invented KidSim/Cocoa, visual end-user programming environment

Programmer/Senior Scientist, Business Learning Research (1989 - 1990)

- Developed intelligent multimedia learning systems: MrFixit (Boeing) and Role'm (Apple Learning)

Verbex: Exxon Enterprises Acquisition, Bedford, MA (1978 - 1982)

Programmer/Senior Research Scientist (1978-1982)

- Speech recognition, Bayesian network machine learning HW/SW based on Markov models of human speech

EDUCATIONAL BACKGROUND

Yale, New Haven, CT; Ph.D. Computer Science (Sept 1982 - Aug 1989)

- Ph.D. Dissertation (Elliot Soloway's Lab): Simulation Models of Student Programmers
- M.Phil, M.S. Thesis (Roger Schank's Lab): Natural Language Understanding and Explanation
- Invited Lecturer and Consultant: University of Rome, Italy Spring/Summer 1989
- Graduate Student, Artificial Intelligence & Cognitive Science, Research Assistant, and Consultant

MIT, Cambridge, MA; B.S. Physics (Sept 1974 - June 1978)

- B.S. Thesis (Joe Perkell's Lab): Measuring Coarticulation in Human Speech Patterns
- Instructor of Invention and Entrepreneurship at Explorations Schools
- Undergraduate Student and Instructor

ACCOMPLISHMENTS & NETWORKS

Summary

- Science & Engineering impact from publications, keynotes, co-chair, patents, grants, open source software
- Business impact from new service and product offerings, and curriculum and mentoring for talent creation
- Relationship on tech and skills trends across industry, academia, government, globally and Silicon Valley
- T-shaped leader and innovator with depth (computer science, service science) and breadth (engineering, management, design, marketing, information systems, human factors, operations, university programs, venture capital)

Patents

Amir A, Flickner MD, McDavid DW, Spohrer JC, inventors (2013) International Business Machines Corporation, assignee. Management of usage costs of a resource. United States patent US 8,560,462. 2013 Oct 15.

Levine JL, Fairweather PG, Spohrer J, inventors (2004) International Business Machines Corporation, assignee. System and method for improving web site accessibility. United States patent US 6,714,963. 2004 Mar 30.

Peterson AR, Spohrer JC, inventors (2001) Apple Computer, Inc., assignee. Method and apparatus for storing and replaying creation history of multimedia software or other software content. United States patent US 6,226,785. 2001 May 1.

James A, Abbott CA, Arent MA, Czora GJ, Laffey JM, Luciw WW, Miller ML, Rose DE, Spohrer JC, Winkles JR, inventors (1998) Apple Computer, Inc., assignee. System and method for enhancing a user interface with a computer based training tool. United States patent US 5,864,844. 1999 Jan 26.

Peterson AR, Spohrer JC, inventors (1998) Apple Computer, Inc., assignee. Authoring tool comprising nested state machines for use in a computer system. United States patent US 5,801,687. Sep 1.

James A, Abbott CA, Arent MA, Czora GJ, Laffey JM, Luciw WW, Miller ML, Rose DE, Spohrer JC, Winkles JR, inventors (1998) Apple Computer, Inc., assignee. Topically organized interface with realistic dialogue. United States patent US 5,721,845. Feb 24.

Peterson AR, Spohrer JC, inventors (1997) Apple Computer, Inc., assignee. Method and apparatus for capturing transient events in a multimedia product using an authoring tool on a computer system. United States patent US 5,652,714. Jul 29.

Spohrer JC, inventor (1997) Apple Computer, Inc., assignee. Graphical interface for interacting constrained actors. United States patent US 5,600,774. Feb 4.

Cypher A, Smith DC, Spohrer JC, inventors (1996) Apple Computer, Inc., assignee. Extensible simulation system and graphical programming method. United States patent US 5,566,295. Oct 15.

Spohrer JC, Richards TB, Vronay DP, Chipkin AM, Kleiman RJ, Miller ML, inventors (1995) Apple Computer, Inc., assignee. Graphical interface for interacting constrained actors. United States patent US 5,450,540. Sep 12.

Grants

Workshop: Industry-Academe Research Partnerships to Enable the Human-Technology Frontier for Next Generation Smarter Service Systems

Award Number: 1655029; Principal Investigator: Moghaddam, Y (ISSIP); Co-Principal Investigator: Kwan, SK (SJSU), Spohrer, JC (IBM); Organization: International Society of Service Innovation Professionals (ISSIP); NSF Award: Workshop for Smart Service Systems. NSF Organization: IIP; Start Date: January 1, 2017; End Date: December 31, 2017. Award Amount: \$49,930.00.

Workshop to Develop a Research Agenda for Service Innovation

Award Number: 1353337; Principal Investigator: Paul Maglio; Co-Principal Investigator: James Spohrer, Stephen Kwan; Organization: University of California - Merced; NSF Organization: CMMI Start Date:10/01/2013; Award Amount: \$47,313.00.

Collaborative Research: IT-Enhanced Market Design and Experiments

Award Number: 0527770; Principal Investigator: Daniel Friedman; Co-Principal Investigator: James Spohrer; Organization: University of California-Santa Cruz; NSF Organization: IIS Start Date:02/01/2006; Award Amount: \$515,241.00.

East/West Consortium: Next Generation Authoring Tools & Instructional Applications

Award Number: 9408607; Principal Investigator: James Spohrer; Co-Principal Investigator: P. LeBlanc (Houghton-Mifflin Publishers), John R. Anderson (CMU), Gerhard Fischer (U Colorado), Beverly Woolf (UMassAmherst), Parvarti Dev (Stanford); Organization: Apple Computer Incorporated; NSF Organization: EIA Start Date:09/01/1994; Award Amount: \$6,150,000.00. Program Monitor: John Cherniavsky.

HONORS

Awards

Service-Dominant Logic Award at Service Forum (Contacts: Stephen Vargo & Robert Lusch, 2013)

Outstanding Research Award at Service Forum (Contact: Evert Gummesson, 2013)

PICMET Fellow Award at Management, Engineering, Technologist (Contact: Dundar Kocaoglu, 2013)

IBM Innovation Champion Award - Centennial Icon of Progress for SSME (Contact: Robert Morris, 2011)

Apple DEST Award - Distinguished Engineer Scientist Technologist (Contact: Mark L. Miller, 1994)

Advisory and Supporter Roles

AAAI (F. Stein), ACM (D. Riecken), AHFE HSSE (L. Freund), ATOM (Futurist Blog – K. Gada), Brock Education Prize Juri, CITRIS (Center for IT Research in Interest of Society) (JP Jacob), Cognitive Science Society, Frontiers in Service (R. Rust), ectalent (Advisor, 2014-Present, Contact: T. West, CEO and Founder), HICSS (Co-Track Chair, Contact: H. Demirkan), I4J (Innovation for Jobs – D. Nordfors), ICServ – Serviceology (Y. Sawatani), IEEE, IFTF (Institute for the Future), INFORMS Journal of Service Science (P. Maglio), Journal of Value Creation (Gautam Mahajan), International Journal of Service Science, Management, Engineering, and Technology - Editorial Review Board Member [Melissa Wagner], ISSIP.org Board of Directors, SIG Cognitive (CSIG) co-lead, SIG Education (EdRes) co-lead, NSF PFI:BIC (Smart Service Systems), Journal of Service Research (MJ Bitner, R. Rust), NHH Center for Service Research (TW Andreassen), Open Health Systems Lab (OHSL – Anil Srivastava), Society of Serviceology of Japan [Tamio Arai, Yuriko Sawatani], TSummit.org (P. Gardner), VizCommunication (Advisory Board, 2006 – Present, Contact: CEO & Founder, R. Emrani), VTT Finland (Scientific Advisory Board, 2005-2010, Contact: Y. Neuvo, Chair and Former CTO Nokia), White House Office of Science and Technology Policy (S. Subramanyam, EW Felten, T. Kalil), WTInfoTech World-Around-Me (Advisory Board, 2010-Present, Contact: CEO & Founder, Tarun Sainani), Engelbart Institute/Bootstrap Institute (Board of Director, Contact: C. Engelbart).

Key Collaborators and Co-Creators

R. Badinelli (VaTech & ISSIP), T. Boccanfuso (UIDP), H. Chesbrough (Berkeley), H. Demirkan (UWashington & ISSIP), D. Fodell (IBM & ISSIP), L. Freund (SJSU & ISSIP), P. Gardner (MSU), JP Jacob (Berkely, CITRIS), S. Kwan (SJSU & ISSIP), R. Larson (MIT), P. LeBlanc (SNHU), P. Maglio (UC Merced, formerly IBM), R. Miller (Olin Engineering), Y. Moghaddam (ISSIP), W. Murphy (ISSIP), A. Rayes (Cisco & ISSIP).

Early Career Collaborations & Mentorships

PF Brown (Verbex 1978-1982), DC Engelbart (Bootstrap, 1994-2010), A Kay (Apple 1989-1997), S King (Hampden Academy, 1970), John Lilly (Apple 1995-1997), G Mooney (IBM VCR, 1999-2005), Md Abul Kalam Siddike (Mentor to JAIST student, 2016-present),

PUBLICATIONS

Books

Kwan SK, Spohrer JC, Sawatani Y, editors (2016) Global Perspectives on Service Science: Japan. Springer; May 26.

Sawatani Y, Spohrer J, Kwan S, Takenaka T, editors (2016) Serviceology for Smart Service System: Selected papers of the 3rd International Conference of Serviceology. Springer; Oct 20.

Freund, L. E., & Spohrer, J. C. (2012). Advances in the human side of service engineering. Taylor & Francis Group, LLC.

Demirkan, H., J Spohrer, V Krishna, eds. (2011). The science of service systems. Springer Science+ Business Media.

Demirkan, H., J Spohrer, V Krishna, eds. (2011). Service systems implementation. Springer Science+ Business Media.

Maglio, Paul P., Cheryl A. Kieliszewski, and James C. Spohrer, eds. (2010) Handbook of service science. Springer.

Cook, Curtis, Scholtz, Jeanne, and Spohrer, James C. (1993) Editors of Empirical Studies of Programmer Workshop 5, Ablex Publishers. N.J.

Spohrer, JC (1992) MARCEL: Simulating Novice Programmers. NJ: Ablex.

Soloway, E. and Spohrer, J.C. (1989) Studying the Novice Programmer. Editors. Lawrence Erlbaum Associates, Inc. Hillsdale, N.J.

Journal Articles

Spohrer J (2016) IBM's service journey: A summary sketch. Industrial Marketing Management. Oct 1.

Peters C, Maglio P, Badinelli R, Harmon RR, Maull R, Spohrer JC, Tuunanen T, Vargo SL, Welser JJ, Demirkan H, Griffith TL (2106) Emerging Digital Frontiers for Service Innovation. Communications of the Association for Information Systems. 2016;39(1). URL: https://www.alexandria.unisg.ch/248801/1/JML_565.pdf

Barile S, Lusch R, Reynoso J, Saviano M, Spohrer J (2016) Systems, networks, and ecosystems in service research. Journal of Service Management. 2016 Aug 15;27(4):652-74.

Demirkan H, Spohrer JC, Welser, JJ (2016) Emerging service orientations and transformations (SOT). Information Systems Frontiers. Journal of Research and Innovation. December 14-18.

Demirkan H, Spohrer JC (2016) Digital Innovation and Strategic Transformation. IEEE.

Spohrer J, Banavar G (2015) Cognition as a Service: An Industry Perspective. AI Magazine. Dec 31;36(4):71-86.

Moghaddam, M, Bess, C., Demirkan, H, Spohrer, J (2014) How to Thrive as IT Professionals in a Converging ICT World. Cutter IT Journal.

Demirkan, H., Bess, C., Spohrer, J., Rayes, A., Allen, D., & Moghaddam, Y. (2015) Innovations with Smart Service Systems: Analytics, Big Data, Cognitive Assistance, and the Internet of Everything. Communications of the Association for Information Systems, 37(1), 35.

Demirkan H, J Spohrer J (2015) T-Shaped Innovators: Identifying the Right Talent to Support Service Innovation. Research-Technology Management. Sep 1;58(5):12-5.

Francesco Calza, F., Gaeta, M., Loia, V., Orciuoli, F., Piciocchi, P., Rarità, L, Spohrer, J., Tommasetti, A. (2015) Fuzzy consensus model for governance in smart service systems, Procedia Manufacturing 3: 3567 – 3574.

Demirkan, H., & Spohrer, J. (2014). Developing a framework to improve virtual shopping in digital malls with intelligent self-service systems. Journal of Retailing and Consumer Services.

Cesarotti, V., Giuiusa, A., Kwan, S. K., Introna, V., & Spohrer, J. (2014). Designing Multichannel Value Propositions to Enhance Value-Cocreation Phenomenon. International Journal of Service Science, Management, Engineering, and Technology (IJSSMET), 5(1), 14-44.

Al-Badarneh, A., Spohrer, J., & Al-Duwairi, B. (2014). A Model Curriculum for Undergraduate Program in IT SSME. International Journal of Service Science, Management, Engineering, and Technology (IJSSMET), 4(4), 1-18.

Freund LE, JC Spohrer (2013) The human side of service engineering. Human Factors and Ergonomics in Manufacturing & Service Industries. Jan 1;23(1):2-10.

Spohrer J, A Giuiusa, H Demirkan, D Ing (2013) Service science: reframing progress with universities. Systems Research and Behavioral Science. Sep 1;30(5):561-569.

Maglio, P. P., & Spohrer, J. (2013). A service science perspective on business model innovation. Industrial Marketing Management, 42(5), 665-670.

Spohrer J, Fodell D, Murphy W (2012) Ten Reasons Service Science Matters to Universities. Educause Review. 47(6):52-64.

Spohrer J, Golinelli GM, Piciocchi P, Bassano C (2010) An integrated SS-VSA analysis of changing job roles. Service Science. Jun;2(1-2):1-20.

Bowen N, Spohrer J (2010) Viewpoint: The future of computing practice and education. Computer. Mar;43(3):86-9.

Demirkan, H. and Spohrer, J. C., (2010) “Servitized Enterprises for Distributed Collaborative Commerce,” International Journal of Service Science, Management, Engineering and Technology, 1 (1), 68-81.

Spohrer J (2010) IBM’s University Programs. IEEE Computer. August; 43(8): 102-104.

- Maglio PP, Vargo SL, Caswell N, Spohrer J (1009) The service system is the basic abstraction of service science. *Information Systems and e-business Management*. Sep 1;7(4):395-406.
- Spohrer, J, SK Kwan (2009) Service Science, Management, Engineering, and Design (SSMED): An Emerging Discipline - Outline & References. *Int. J. of Information Systems in the Service Sector*, 1(3):1-31.
(<http://www.cob.sjsu.edu/ssme/refmenu.asp>)
- Hsu C, Spohrer JC (2009) Improving service quality and productivity: exploring the digital connections scaling model. *International Journal of Services Technology and Management*. Jan 1;11(3):272-92.
- Maglio, PP, J Spohrer (2008) Fundamentals of service science. *J. Academy of Marketing Science* (Special issue on Service-Dominant Logic), March 36(1):18-20.
- Zhao, J.L., C. Hsu, H. J. Jain, J. Spohrer, M. Taniru, and H. J. Wang (2008) "ICIS 2007 Panel Report: Bridging Service Computing and Service Management: How MIS Contributes to Service Orientation?" *Communications of the Association for Information Systems*, Vol. 22, article 22, March 2008, pp. 413-428.
- Spohrer J, PP Maglio (2008) The Emergence of Service Science: Toward systematic service innovations to accelerate co-creation of value. *Production and Operations Management*. 17(3): 238-246.
- Spohrer, J, L Anderson, N Pass, T Ager, D Gruhl (2008) Service Science. *J. Grid Computing*. 6(3):313-324.
- Spohrer, J, PP Maglio, J Bailey, D Gruhl (2007) Steps toward a science of service systems. *Computer*, 40(1):71-77.
- Spohrer, J. and D. Riecken (2006) Services science: Introduction, Special Issue Editors. *Communications of the ACM*. July. 49(7).
- Chesbrough, H, J Spohrer (2006) A research manifesto for services science. *Comm. ACM*. July. 49(7):35-40.
- Maglio, PP, J Kreulen, S Srinivasan, J Spohrer (2006) Service systems, service scientists, SSME, and innovation. *Comm. of the ACM*. July. 49(7):81-85.
- Spohrer, J, M Stein (2000) User Experience in the Pervasive Computing Age. *IEEE Multimedia*. Jan-March 7(1):12-17.
- Spohrer, JC (1999) Information in Places. *IBM Systems Journal*. 38(4): 602-628.
- Spohrer JC (1998) Apple's ATG Education Research: The Authoring Tools Thread, *SIGCHI Bulletin* 30(2).
<http://acm.org/sigchi/bulletin/1998.2/spohrer.html>
- Spohrer, Jim, Sumner, Tamara, Buckingham Shum, Simon (1998) Introduction to the Articles and Debate in this Special Issue, Special Issue by the East/West Group on Authoring Tools and the Educational Object Economy. <http://www-jime.open.ac.uk/>.
- Roschelle J, B Henderson, J Spohrer, J Lilly (1997) Banking on Educational Software: A Wired Economy Unfolds. *Technos*. Winter;6(4):25-28.
- Norman, D, J Spohrer (1996) Learner-Centered Education, *Comm. of the ACM*, April, 39(4): 24-27.
- Spohrer, J (1996) WorldBoard. *The Apple Research Lab Review*, No. 10, Dec. 1996. (A version of this paper is reprinted <http://www.service-science.org/>)
- Spohrer, J (1995) Apple Computer's Authoring Tools Research Program. *Artificial Intelligence Review* June;9(2):85-89.

Cypher, A, DC Smith, JC Spohrer (1994) KidSim: Programming agents without a programming language. *Comm. of the ACM*, 37(7):55-67.

Gray WD, JC Spohrer, TR Green (1993) End-user programming language: The CHI'92 workshop report. *ACM SIGCHI Bulletin*. Apr 1;25(2):46-50.

Bennett, R.E., Rock, D.A., Braun, H.I., Frye, D., Spohrer, J.C., Soloway, E. (1990, June) The relationship of expert-system scored constrained free-response items to multiple-choice and open-ended items. *Applied Psychological Measurement*, 14(2): 151-162.

Pea, R., Soloway, E., and Spohrer, J.C. (1987) The buggy path to the development of programming expertise, Focus on Learning Problems in Mathematics, Winter Edition, Volume 9, Number 1.

Spohrer, J.C., and Soloway, E. (1986, July) Novice mistakes: Are the folk wisdoms correct? *Communications of the ACM*, 29(7):624-632. ACM Press, New York, NY.

Spohrer, JC, E Soloway, E Pope (1985) A goal/plan analysis of buggy Pascal programs. *HCI*, 1(2):163-207.

Spohrer J, Brown P, Roth R (1982) Automatic labeling of speech. In *Acoustics, Speech, and Signal Processing*, IEEE International Conference on ICASSP'82. May; 7:1641-1644.

Book Chapters

Spohrer, J (2016) Innovation for Jobs with Cognitive Assistants: A Service Science Perspective. In *Disrupting Unemployment*, Editors Nordfors, D, Cerf, V, Senges, M. 2016 157-174. URL <http://www.amazon.com/Disrupting-Unemployment-David-Nordfors/dp/152384583X>

Spohrer, J (2014) Societal Convergence: A Service Science Perspective. Roco & Bainbridge (eds.), *Handbook of Science and Technology Convergence*. Wiley.

Spohrer, J, Demikan, H, Lyons, K (2014) Social Value: A Service Science Perspective. Kijima (ed.), *Service Systems Science, Translational Systems Sciences 2*, Springer.

Spohrer, J, Kwan, SK, Fisk, RP (2014) Marketing: A Service Science and Arts Perspective. Rust & Huang (eds.), *Handbook of Service Marketing Research*.

MacGregor D, Baba M, Oliva A, McLaughlin AC, Scacchi W, Scassellati B, Rubin P, Mason RM, Spohrer JC (2013) Convergence Platforms: Human-Scale Convergence and the Quality of Life. In *Convergence of Knowledge, Technology and Society 2013* (pp. 53-93). NY: Springer. URL: http://www.wtec.org/NBIC2/Docs/FinalReport/Pdf-secured/Ch2_13-0515_NBIC2_Human-scale-31p.pdf

Spohrer JC, Demirkan H, Krishna V (2011) Service and science. In *The Science of Service Systems* (pp. 325-358). NY: Springer US.

Spohrer, JC & PP Maglio (2010) Toward a Science of Service Systems: Value and Symbols. *Handbook of Service Science*, Editors Maglio, Kieliszewski, Spohrer, Spring, New York, NY. 157-195.

Spohrer, J, M Gregory, GJ Ren (2010) The Cambridge-IBM SSME White Paper Revisited. *Handbook of Service Science*, Editors Maglio, Kieliszewski, Spohrer, Spring, New York, NY. 677-706.

Spohrer, Jim (2009) Service Science and Systems Science: Perspectives on Social Value. In *The 21st Century COE Program, Creation of Agent-Based Social Systems Sciences: 5th Symposium*, Tokyo Institute of Technology, February 27 and 28. URL: <http://www.absss.titech.ac.jp/>

Donofrio N, C Sanchez, J Spohrer (2010) Collaborative innovation and service systems: Implications for institutions and disciplines. In D. Grasso (Ed), *Holistic Engineering Education*, (pp. 243-269). NY: Springer.

Spohrer, J. & Maglio, P. P. (2010). *Service Science: Toward a Smarter Planet*. In W. Karwowski & G. Salvendy (Eds.), *Introduction to service engineering*. Wiley. Hoboken, NJ.

Spohrer J, Anderson L, Pass N, Ager, T (2008) *Service Science and S-D Logic*. Otago Forum 2: 4-18.

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M. Field (Boston College), Designing Service Processes to Unlock Value, Second Edition, published October 21, 2016

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Glenn Withiam; Rohit Verma; Cathy A. Enz; Sheryl E. Kimes; Kate Walsh; Judy A. Siguaw (Cornell School of Hotel Administration), Achieving Success through Service Innovation: Cases and Insights from Hospitality, Travel, and Tourism, published September 23, 2016

Richard Reisman (Teleshuttle Corporation), FairPay: Adaptively Win–Win Customer Relationships, published September 20, 2016

Adi Wolfson (Green Process Center, SCE - Sami Shamoon College of Engineering), Sustainable service, published July 5, 2016

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PRESENTATIONS & PROFESSIONAL ACTIVITIES

2016

2016 Message: The age of cognitive mediators has almost arrived (counting by decades). Augmented intelligence via artificial intelligence and machine learning is poised to transform individuals and institutions – and the future of learning, skills and jobs, as the design loop for evolving socio-technical system accelerates. An important first step into this new age is learning to build, understand, and work with digital cognitive systems on our smartphones, at home, on the job, or in transit; this is what T-shaped professionals need to know today. From the first computer science departments in 1940's to the first transistor, integrated circuit, mainframes, microprocessors, DRAMs, and then personal computers in the 1970's, was as thirty-year journey. From the first service science courses to smart/wise service systems that allow people to adapt to exponential change and technology depreciation within their lifespans is the challenge of our world today unfolding over the coming few decades. The Moore's law of service systems suggests both the technological cost of value co-creation interactions decreasing, as well as the need to understand better service system entity capabilities, constraints, rights, and responsibilities in the decades to come.

Keynote/Plenary Presentations

Mitsubishi HQ Distinguished Speaker Series, Tokyo (Nov)
Japan Science and Technology Society 5.0 Research Symposium, Tokyo (Nov)
IC Service Science, Chongqing, China (Oct)
Korea SMB Innovation Conference, Seoul, (Oct)
Singularity University AI Day, Mountain View, CA (July)
Frontiers in Service, Bergen, Norway (June)
Business Intelligence and Service Science (BISS), Brightlands Smart Services Campus, Maastricht, NL (June)
ESW – Engineers for Smarter World Annual Conference, Berkeley (April)

Panel Moderator

AAAI Fall Sessions – AI and Education, Washington, DC (Nov)
IBM Research CSOC Cognitive Horizons Colloquium - Curriculum, Yorktown (Sept)
IBM EMEA Academic Days – Future Skills, Lyons, France (May)
T Summit - Future Skills, Washington DC (Apr)
HICSS 49 - Service Science, Kauai, HI (Jan)

Panelist

Science Agora Conference – Smart/Wise Service Systems, Tokyo (Nov)
IC Service Science, Chongqing, China (Oct)
"The Road Ahead of Service Science and Services Computing"
Moderator: Prof. Zhiyong Feng from Tianjin University, China.
Dr. Jim Spohrer, IBM Director, Understanding Cognitive Systems

Prof. Xiaofei Xu, Vice President, Harbin Institute of Technology
Dr. Ying Huang, VP, Cloud and Intelligent Computing at Lenovo Research & Technology
Prof. Shuyu Chen, Party Secretary of School of Software, Chongqing University
Prof. Zhongjie Wang, Harbin Institute of Technology, PC Co-chair of ICSS 2016
Korea SMB Innovation Conference, Seoul (Oct)
“Opportunities and Challenges of Consulting in the era of Industrial Revolution (IR) 4.0”
Moderator: Prof. Il-Yeol Song, College of Computing and Informatics, Drexel, USA
Dr. Sorin Caian
Prof. Jin Jung, Hansung University, Seoul, Korea (Mr. Moon, dinner; President Lee)
PC, Co-chairs Jin-Taek and Do-Yeon
CCC Cyber-Social-Learning-Systems (Aug)
NHH Center for Service Innovation Advisory Board Meeting, Bergen, Norway (Jun)
OECD at Russell Sage Foundation – AI and Skills, NYC (May)
National Academy of Sciences – Future of Skills (Apr)
Stanford I4J People-Centered Internet (Mar)
AAAS - Reality 2.0 (Feb)
HICSS 49 – Cognitive and Smart Service Systems (Jan)

Presenter

Society for Science Presidents (CSSP), Washington, DC (Dec, Remote)
UC Merced Maglio Service Innovation Class (Nov)
IBM World of Watson (WOW), Las Vegas (Oct)
Korea SMB Innovation Conference Tutorial, Seoul (Oct)
CSIG speaker series, webinar (Oct, Sept, Aug, Jun)
AHFE Human-Side of Service Engineering, Orlando (Jul)
KEEN– Innovation Skillsets and Mindsets, webinar (Apr)
Air Force Research Lunchtime Speaker Series, Washington, DC (Apr)
T Summit – ISSIP, Washington, DC (Apr)

Executive Briefings

Elka Alliance, SVL San Jose (Oct), JST (Sept), Tyco (Sept), Altria, Almaden visit, San Jose (Aug), DB, Galvanize, San Francisco (Jul), Zurich Insurance, Menlo Park (June)

Projects

IBM Research CSOC UCSD Cognitive Horizons eldercare and microbiome (Nov-Dec), CSOC MacArthur Foundation 100&Change global literacy proposal (Sep), CSOC White House OSTP Preparing for Future of AI report (Jul), Watson Movie Trailer Project: Introduced Jordan Benedict of Fullscreen to John R. Smith of IBM (Jul), CSOC NextGen Cognitive Curriculum and CSIG (Jul-Dec), IBM GUP Transformation - 6 Rs, Academic Initiatives, Kivuto On-the-hub (Jan-Jun)

Professional Association Activities

ISSIP Quarterly, Monthly, Weekly speaker series (Jan-Dec), T Summit at National Academy of Science, Washington DC (Apr), ISSIP HICSS Mini-track co-chair.

Other Advisory Board Meetings, Briefings, Reviews, Visitors

Institute for The Future (ITFF) Palo Alto, CA (Jan-Dec), NSF PFI:BIC Smart Service Systems (Jan-Dec), CITRIS Berkeley (Jan – Dec), I4J (Jan – Dec), San Jose State University Engineering Smart Service System Design and Innovation Center (Jan – Dec), WTInfoTech World-Around-Me (Jan-Dec), Aalto U Finland [Mitronen Lasse] (Dec), Northeastern University Silicon Valley (Aug), Signal INDUNA Gruppe, Lyons, France (May), UIDP (Apr), Almaden University Day (Jan-Dec), SENA Columbia (Nov), SJSU China Exec MBA [Qian Yang] (Oct), Peking U (Sept), Germany University [Malte Ennen] + SJSU (Sept), University of Taiwan + Singularity University (Aug), SJSU and Chinese University of Hong Kong (Jul), Lapland Finland [Satu Miettinen, Marja Toivonen] (Jul), Aarhus University, Denmark (Jul), U Ottawa (May), U Cagary (Feb), SKKU Korea (Jan), Hartnell College & Salinas H. S. (Jan).

2015

2015 Message: The building blocks are getting better fast. Vendors are competing to provide more and better cognitive building blocks on their cloud platforms. My first program was on punch cards in 1972. Today over faculty and students globally have access to Watson on Bluemix from IBM. Nevertheless, building digital cognitive systems is still hard, and just getting the data sets ready is a large time-consuming prerequisite task. Smart service systems depend increasingly on people and organizations using digital cognitive systems that augment their intelligence.

Keynote/Plenary Presentations

World Open Innovation Conference, Santa Clara Convention Center, CA (Nov)
e-Learning and Innovative Pedagogies, UC Santa Cruz, CA (Nov)
ACM ICER – Future of Programming, Omaha, NB (Aug)
Naples Forum on Service, Naples, Italy (Jun)
Tokyo Tech Systems Science Symposium, Tokyo (Feb)

Panel Moderator

Frontiers in Service, San Jose, CA (Jul)
ICServ, San Jose, CA (Jul)

Panelist

IFTF Future Cities – Rules for Rules, Palo Alto, CA (Aug)
AAAS Annual Meeting – Reality 2.0, San Jose, CA (Feb)

Presenter

IFTF Workable, Palo Alto, CA (Sept)
CSIG – Future of Phones, webinar (Aug)
UCSB Industry Speaker Series, Santa Barbara, CA (May)
IBM GBS Lunch and Learn – Social Physics, webinar (Apr)
Haas CIO Event, Berkeley, CA (Mar)
Haas Dynamic Capabilities Course, Berkeley, CA (Mar)
UIDP T-Shaped Skills for the Future, webinar (Jan)
Royal College of Arts London - Service Innovation, webinar (Jan)
HICSS 48 – Smart Service Systems (Jan)

Executive Briefings

New Zealand Society for Agriculture Innovation, Stanford (Jun). Almaden visitor briefings for Berkeley, Stanford, SJSU, UCSB, UCSC, SCU, Virginia Tech, U_Washington, Georgia_Tech, RPI, FIU, MIT, CMU, Stevens, NCSU, Drexel, CITRIS, U_Cambridge, U_Warwick, ASU, UMBC, Purdue, Lebanon U Beirut, Portugal U Porto, Japan U Tokyo, Ohio State University, Canada U Montreal, NZ U Auckland, Japan U Tsukuba, U South Carolina, Germany U Aachen.

Projects

IBM Global University Programs 6 R's (research, readiness, recruiting, revenue, responsibility, and regions) with SUR, Faculty, OCR, PhD Fellowships awards across GEOs, BUs, and Themes, including CCAMSSIoT (Cognitive Cloud Analytics Mobile Social Secure Internet of Things), IBM Watson on Bluemix scaling, IBM Africa Skills and Leading to Africa (Morocco, Kenya, Nigeria, South Africa, Egypt). IBM Watson on Bluemix scaling to faculty and students (Jan-Dec).

Professional Association Activities

ISSIP Quarterly, Monthly, Weekly speaker series (Jan-Dec), T Summit at MSU E. Lansing, MI (Apr)

Other Advisory Board Meetings, Briefings, Reviews, Visitors

Co-chaired three conferences. Frontiers, ICServ, and T Summit. Also one day a month for university students to visit Almaden. Support for ISSIP President Jeff Welser (Jan – Dec). NSF PFI:BIC Smart Service Systems (Jan-Dec), CITRIS Berkeley (Jan – Dec), I4J (Jan – Dec), San Jose State University Engineering Smart Service System Design and Innovation Center (Jan – Dec), WTInfoTech World-Around-Me (Jan-Dec), Nominator Carnegie Fellows Program [Vartan Gregorian] (Dec)

2014

2014 Message: Industry faces large and growing skills gaps in emerging areas like cognitive computing, data science, cybersecurity, internet of things, and service science, to name a few. Universities are retooling themselves to address the skills gaps, but they cannot do it alone. Academic-industry-government collaboration is required to create future ready T-shaped professionals, with problem-solving depth and communications breadth, in the cognitive era. Cities and universities can be viewed as nested, networked smart service systems, which are the nodes in the flow of top talent globally.

Keynote/Plenary Presentations

Aspen Forum – Future of Higher Education, Aspen, CO (June)

Panel Moderator

IBM Almaden Cognitive Colloquium (Oct)

Bay Area Economic Council Workshop, Almaden, San Jose, CA (Jan)

Panelist

MIT-NSF Smart Service Systems, Cambridge, MA (Nov)

America Association of Colleges and University, Las Vegas, NV (Mar)

IJCAI AI Summit, NYC (Feb)

Presenter

AAAI Fall, Washington, DC, webinar (Nov)

IBM Service Science PIC, Almaden, San Jose, CA (Nov)

NCET2 University-Industry Venturing, San Mateo, CA (Oct)

Triple-Helix University-Industry Venturing, Half Moon Bay, CA (Oct)

CSIG – Cognitive Systems Institute Group, webinar (Sept)

White House Office of Science and Technology Policy Future Skills Event, San Francisco, CA (Aug)

AHFE Human Side of Service Engineering, Krakow, Poland (July)

Frontiers in Service – AEIOU Talk, Miami, FL (June)

Vail Healthcare Conference, webinar (May)

Stanford/IFTF Roundtable, Palo Alto, CA (May)

IBM EMEA Academic Days, Milan, Italy (May)

Press

Wall Street Journal, Forbes.com, UC Daily Californian, SkilledUp blog

Executive Briefings

Ireland Development (June), Columbia Ministry of Education, Almaden (Mar), Finnish Ministry of Employment (Feb), Japan Science and Technology (Feb)

Projects

IBM Global University Program leadership, monthly list detailed executive activities below.

Professional Association Activities

ISSIP Quarterly, Monthly, Weekly speaker series (Jan-Dec), T Summit at IBM Research, Almaden, San Jose, CA (Apr)

Other Advisory Board Meetings, Briefings, Reviews, Visitors

Co-chair of MIT-NSF Smart Service Systems Workshop, Cambridge, MA (Nov), Co-Chair Frontiers in Service conference, San Jose, CA (July), Co-Chair ICServ – Serviceology conference, San Jose, CA (July), NSF PFI:BIC Smart Service Systems (Jan-Dec), CITRIS Berkeley (Jan – Dec), I4J – Innovation For Jobs, with David Nordfors and Vint Cerf (Jan – Dec).

January

Advisor to NSF and National Academies on university research, skills, innovation policy
Hosted UC Office of President and Bay Area Economic Council to develop PhD career roadmaps
Co-lead weekly service science (SSME) education and research calls (ISSIP) on global calls
Monthly global university team calls for best practices
Weekly university team calls for interlock and information from other groups at IBM
Monthly STG University Alliance interlock calls for revenue pipeline
Quarterly CC&CA interlock calls for Smarter Cities Challenge, IBMers on Campus, Africa, etc.
Monthly Education Leadership calls
Monthly 1-1 with core university team to review team responsibility matrix (quarterly status checks)
Bi-annual university steering committee update calls
Bi-annual interlock with Academy of Technology on university programs
Weekly IBM on Campus and Collaborative Innovation Center calls
Monthly award program review and approval cycles, including transition to Connections & revised processes
Mentoring IBMers seeking new opportunities in IBM and career development
Mentoring students and recent graduates interested in jobs at IBM

February

Presented Cognitive Systems Vision and Grand Challenges at AAAI/IJCAI Future of AI Meeting in NY
Hosted University Programs Kickoff and Strategy Meeting in NC
Cognitive Systems Institute Meeting at Georgia Tech in GA
FIU and UMiami Collaborations in FL
Hosted Finnish Ministry of Employment briefing on future skills and jobs at Almaden
Hosted Japanese Science & Technology briefing on future skills and jobs at Almaden
UCalgary Canada Briefing on university programs, future of skills and jobs at Almaden
Presentation to Canada K-12 delegation at Almaden

March

Presented IBM strategy at UCSC leadership advisory board meeting in CA
Presented initial university strategy for Cognitive Computing strategy meeting in NY
Virginia Tech collaboration meeting in CA
Developed new Early Career & Talent Program for Almaden with ectalent
WSJ Interview IBM and Data Science Skills
MSU future of skills conference (T Summit) planning at Almaden
Stanford, Berkeley, and 10 other top university Cognitive Systems Institute Collaboration Planning
Government of Colombia Future Skills and Jobs briefing at Almaden
Edited Service Thinking Book for Business Expert Press with Forward by Linda Sanford
African Academies of Science and Engineering Briefing at Almaden
Hosted two Japanese delegations on service science (SSME) at Almaden
Judge for Berkeley Haas startup competition aligned with IBM platforms in CA
Hosted U South Carolina collaboration discuss at Almaden
Represented GUP at WW Research Strategy Meeting in NY

April

Identify faculty and academic for IBM Signature moment events (storage)

Weekly Cognitive Systems Institute best practice university interaction calls
Hosted Purdue, UC London, Karlstadt U, UCLA, U Washington, SJSU delegations at Almaden
USA & World Report interview on future data science skills and jobs
Co-PI and co-host NSF service science workshop in DC at National Academy building
Hosted Japanese companies research and open innovation delegation at Almaden
Presented IBM strategy at Stanford Triple-Helix/Regional economic development conference in CA
Presented IBM university programs at Almaden University day with SJSU and Chinese universities
Present IBM strategy to NIH delegation at Almaden
Presented to America Association of Colleges and University Annual event in Las Vegas, NV
Hosted University of Twente delegation at Almaden

May

Presentations on IBM university strategy & Cognitive Systems Institute at IBM Academic Days in Milan, Italy
Hosted and mentored top student from University of Modena at Almaden for Cognitive Systems
NY Academy of Science collaboration discussion at Almaden
Forbes.com interview on future of data science skills and jobs (CCAMSS message)
Provided input to IBM Education messaging, strategy, and IBV whitepaper
Participated in IBM EcoSystem IdeaSlam to further develop influencer network for social media, etc.
Presented IBM strategy at Stanford/IFTF Roundtable on future of cities and universities
UC Daily Californian interview on future of data science skills and jobs (CCAMSS message)
Presented IBM strategy at Vail Conference Poland (by phone)
Presented IBM research, university benchmarking at AI Deep Dive for JEK and Mike Rhodin at Yorktown
Northwestern University, Stanford, Berkeley Cognitive Systems Institute meetings

June

WPI Daily Herd interview on future of data science skills and jobs (CCAMSS message)
Berkeley Exec MBA and IBM alignment presentation at Berkeley
Stanford D School and Cognitive Computing Course meeting at Stanford
Hosted Wright State University delegation at Almaden
Participated in IBM EcoSystem IdeaSlam to further develop influencer network for social media, etc.
Stan Litow and Baruch College discussion that lead to Watson Cognitive Competition
Hosted Ireland Development and University delegation at Almaden
Service Science PIC discussions and support
Keynote of IBM university programs and future of universities at Aspen Institute in CO
Presented past, present, and future of service science at Frontiers in Service 2014 in FL
Collaboration meetings at FIU and UMiami in FL
Presentation on IBM Strategy to Singapore delegation at IBM Almaden
Wright State University collaboration discussions
SkilledUp Blog interview on future of data science skills and jobs (CCAMSS message)

July

Purdue Cognitive Systems Institute collaboration telecon
IBM Research in Residence Planning Calls
Host UMelbourne, ASEE GLF, Berkeley, SJSU, Stanford, CMU, MIT delegations at Almaden
Hosted second University of Twente delegation at Almaden
Co-chair 2015 Frontiers in Service Conference monthly planning calls start
Co-chair 2015 ICServ Conference monthly planning calls start
Presented Cognitive Systems Institute, and T-shapes at AHFE HSSE-2014 conference in Krakow, Poland
NUS Collaborative Innovation Center on Data Science telecon on Cognitive Systems Institute
Briefed new GCG University Program lead

August

Launched Cognitive Systems Institute website and LinkedIn group
IDG and Forrester interview on future of data science skills and jobs, and cognitive (CCAMSS)

White House OSTP presentation on future of CCAMSS in San Francisco
Presented IBM strategy to UCSC university day event at Almaden
Purdue Polytech, GWU collaboration for Cognitive Systems Institute and T-shape skills
Berkeley, Stanford, CMU, RPI, Georgia Tech calls on Cognitive Systems Institute strategy, NSF funding, etc.
Presentations for UDIP and NCET2 on industry-university collaborations
AshokaU judge for university innovation competition

September

IBM Analyst briefing on Cognitive Systems Institute
Eight new faculty awards to expand quantity and quality of Cognitive Systems Institute
Added additional content to Cognitive Systems Institute website and LinkedIn group
1-3-9 talk at quarterly Almaden meeting
Hosted Finnish delegation for Cognitive Systems Institute and Smart Service Systems
Cognitive Systems Institute presentation to NUS Singapore Cognitive Colloquium (by phone)
Presentation to Japan U Tsukuba university day presentation on IBM strategy
Notre Dame collaboration discussion at Almaden - cognitive assistants for material discovery possibility
Syracuse U collaboration discussion at Almaden - cognitive assistants for financial advisors and faculty
Case Western Reserve collaboration discussion at Almaden - cognitive assistants for bio-chemical engineers
IT Slovenia interview on IBM strategy, universities, skills, cognitive (CCAMSS)
Moderator Panel at IBM Almaden Cognitive Colloquium

October

Yorktown Cognitive Systems Institute faculty/student poster sessions
Planning meetings for Latin America University Programs lead
Forbes interview on regional economic development and university role
Presentation to 120 Brazilian university students at university day at Almaden
Provided local faculty names for Accelerated Discovery Lab external speaker series
Presentation on IBM strategy to NCET2 university incubator meeting in San Mateo, CA
Presentation on IBM strategy to Triple-Helix university venture meeting in Half Moon Bay, CA
U Alberta Canada collaboration discussion by phone - cognitive assistants for education
Drexel U collaboration discussion by phone - cognitive assistants for challenged individuals to get jobs
IBM Research Service Science PIC (Professional Interest Community) event at Almaden
IEEE Smarter Planet Challenge Judge

November

Almaden Cognitive Systems Institute Panel moderator of final session at Almaden
Kickoff speaker for Service Science PIC meeting at Almaden
Co-Chair MIT and NSF meeting smart service systems in Cambridge MA
Berkeley and CITRIS collaborations meetings at Berkeley
Ecosystem faculty influencer invitations and discussions

December

Continued internal and external customer and stakeholder interactions
Finalized award programs for year, and year-end review of team

2013

2013 Message: Globally, universities are one of the largest employers of knowledge workers in cities, and both cities and universities should be viewed as smart service systems from a service science perspective, containing key sources of big data and talent to enable a smarter planet; IBM encourages our industry partners to take a six R's approach to working with universities – research, readiness, recruiting, revenue, responsibility, and regions – for university interactions, in which regional economic development derives from more startups on industry

platforms generating revenue and jobs regionally and globally connecting faculty-students-industry-mentors in project-based challenge competitions.

Keynote/Plenary Presentations

Zermatt Summit – Partnering for Skills Plenary, Midway, UT (Dec)
K-Tech @ Silicon Valley – Software Convergence Plenary, Santa Clara Convention Center, CA (Nov)
Center for Service Leadership Annual Meeting Plenary – Smart Analytics, Phoenix, AZ (Nov)
ICServ – Serviceology Keynote, Tokyo (Oct)
PICMET – “I have MET the future, and its students!” Keynote, San Jose, CA (Aug)
Awarded PICMET Fellow – Service Management, Engineering, and Technology
KIT KSRI Service Innovation 5th Anniversary Keynote – Karlsruhe, Germany (June)
Naples Forum – Ten Reasons Service Science Matters More Than Ever – Keynote, Naples, Italy (June)
Awarded Vargo & Lusch Service-Dominant Logic Award
Awarded Gummeson Outstanding Research Award
ICSS Service Science – Reframing Big Data and Service Science Keynote, Hong Kong (Apr)
IESS Exploring Service Science – Smarter Planet and Big Data Keynote, Porto, Portugal (Feb)
Nevada Department of Education Dinner Keynote, Las Vegas, NV (Jan)

Panel Moderator

BHEF National Cybersecurity Networking Meeting, Almaden (Nov)

Panelist

K-Tech @ Silicon Valley, Santa Clara Convention Center, CA (Nov)
American Association of State Colleges and Universities – Industry Skills Perspective, Los Angeles (Oct)

Presenter

BHEF National Cybersecurity Networking Meeting, Almaden (Nov)
NSF PFI:BIC Virtual Forum on Smart Service Systems, webinar (Sept)
Intel HQ Speaker Series, Santa Clara, CA (June)
Samsung Silicon Valley HQ Speaker Series, Santa Clara, CA (June)
Berkeley Haas Open Innovation Industry Lecture – Chesbrough, Berkeley (Apr)
Lumina Foundation – Higher Education Transformation, Indianapolis (Apr)

Press, Interviewed, Quoted

Chronicle of Higher Education, Fast Company, De Grandbois Y (2013) Service Science and the Information Professional. Chandos Publishing; Oct 31.

Executive Briefings

SJSU Chinese Executive Delegation, San Jose, CA (Sept)

Projects

IBM ISSIP Service Thinking Student Projects – mentored 15 students over 3 months (July)
IBM Collaborative Innovation Centers and IBMers on Campus executive sponsor with partners...
Singapore NUS, NYU CUSP, UChicago, Israel Ben-Garion
UBM GUP Regional Economic Development executive sponsor with partners...
IBM Canada RED (U Toronto, Offsets), IBM Sweden RED (Linneaus University, IKEA).
IBM Africa Skills/Readiness and Recruiting.
IBM ISSIP.org Skills for 21st Century Roadmap, T Summit event planning, MyT-Score workshops.
IBM ISSIP SSME Curriculum, T-Shape Mentorships, Industry Emeritus Program.
IBM Global University Program leadership, monthly list detailed executive activities below.

Professional Association Activities

ISSIP Quarterly, Monthly, Weekly exec team calls and speaker series (Jan-Dec)

Other Advisory Board Meetings, Briefings, Reviews, Visitors

NSF PFI:BIC Smart Service System Program. UIDP, BHEF, NCET2 and other organizations linking industry-university for innovation (research), next generation skills (readiness), future talent (recruiting), industry platforms (revenue), industry mentors (responsibility), and startups for regional economic development (regions).

2012

2012 Message: Building a Smarter Planet is a system of systems challenge, and service science provides the underlying science to understand socio-technical systems such as cities and universities. NSF (USA), JST (Japan), Tekes (Finland), and other funding agencies are investing in smart service system innovations. Service-Dominant Logic provides an important worldview and foundation for service science and future service research. Cognitive computing focuses on intelligence augmentation and scaling expertise, and depends on advances in artificial intelligence, machine learning, and socio-technical systems design. The growing number of skills gaps in the IT industry are best addressed by academic-industry-government collaborations to create more future ready T-shaped adaptive innovators, with problem-solving depth and communications breadth.

Keynote/Plenary Presentations

Sweden-US Bridge Conference – Smarter Planet Keynote, Stockholm (Sept)
AHFE Human Factors and Ergonomics – Service Science Keynote, San Francisco (July)
ISSS Systems Science – The Skeleton of Science Plenary, SJSU, San Jose, CA (June)
BestSERV Forum – Future Industrial Service Research Keynote, Helsinki, Finland (May)
Symposium on Systems Innovation – Future Cities and Service Science Keynote, Tokyo (May)

Panel Moderator

AHFE Human-Side of Service Engineering Co-chair, Moderator, San Francisco (July)

Panelist

NSF NBIC (Nano-Bio-Info-Cognitive) Panel, Washington, DC (June)
IFTF Workshop – Redesigning Higher Education, Palo Alto, CA (Mar)

Presenter

NPSMA Professional Science Masters Association, webinar (Nov)
ISSIP Introduction, Almaden (Oct)
Silicon Valley Venture Capital Roundtable, SAP, Palo Alto, CA (Oct)
ASEE Engineering Education Global Leadership Forum, Almaden (Sept)
Service Science Society of Australia Thought Leadership Series, webinar (Aug)
Grassroots Innovation Group – Future of Innovation, EMC, Santa Clara, CA (June)
CMU Silicon Valley NASA Ames Research – Future of Cities, Mountain View, CA (June)
Intel Lunch and Learn – University Programs as a Service, Santa Clara, CA (Feb)

Press

Interview in CIMS Newsletter: Fall Wolff, M. (Sept)

Executive Briefings

Swedbank Breakfast – Competing in a Service Economy, Stockholm (Sept)
IBM Denmark HQ – Smarter Planet and Service Science, Copenhagen (Sept)
IBM Finland HQ – Smarter Planet and Service Science, Helsinki (Sept)

Projects

IBM IDR Smart Camps & Global Entrepreneur Program judge
IBM Cloud Academy/VCL, IBM CC&CA Smarter City Challenge and CityForward.org advocate

IBM Students for a Smarter Planet, IBMer on Campus program executive sponsor

Professional Association Activities

ISSIP Quarterly, Monthly, Weekly exec team calls and speaker series (Jan-Dec)

Other Advisory Board Meetings, Briefings, Reviews, Visitors

NSF PFI:BIC Smart Service System Program. UIDP, BHEF, NCET2 and other organizations linking industry-university for innovative research (research), next generation skills (readiness), and future talent (recruiting).

2011

2011 Message: This is the centennial year for IBM, innovative, big (blue), and now officially old, with a mission to build a Smarter Planet, that is instrumented, interconnected, and intelligent. In the 1940's, IBM helped create the discipline of Computer Science, which has been a major source of talent for IBM and the IT industry for decades. IBM is now helping to establish Service Science, as the discipline that modularizes and packages knowledge from many disciplines to create the T-shaped talent, with problem-solving depth and communication breadth, needed to build a Smarter Planet. Watson Jeopardy! also provides IT for intelligence augmentation of T-shaped service scientists to build Smarter Service Systems – from health and education to finance and transportation. Across all industries, the best way to predict the future is to inspire the next generation of students to build it better. Honored as an innovation champion for the IBM Centennial Icon of Progress, the Creation of SSME – Service Science, Management, and Engineering.

Keynote/Plenary Presentations

Otago Forum - Service Science and Policymaking Plenary, Dunedin, New Zealand (Dec)
UTEP Engineering in the Conceptual Age – Holistic Service Engineering Keynote, El Paso, TX (Sept)
PICMET Sustainable Energy and Holistic Service Engineering Keynote, Portland, OR (Aug)
IRSSM-2 Service Management – T-shaped Service Scientists Keynote, Yogyakarta, Indonesia (July)
IJCSS – Service Science Progress and Directions Keynote, Taipei, Taiwan (June)
Swiss Institute of Service Science Annual Conference – Service Science Keynote, Bern (Feb)
Mid-Pacific ICT Annual Conference – Future of Skills Keynote, San Francisco, CA (Jan)

Panel Moderator

RIT Service Innovation Event, Rochester, NY (Apr)
SRII Mega-topics for Service Research, Half Moon Bay, CA (Mar)

Panelist

Singapore TrainingVision – Skills for the Future Conference Plenary Panel, webinar (Aug)
Center for American Progress – Service Science for Policymakers, Washington, DC (June)
AUTM University Technology Managers Annual Conference, Throw in the towel? panel, Las Vegas, NV (March)

Presenter

Triple Helix Workshop – Embracing Societal Change, Almaden (Nov)
Beijing University – IBM University Programs, SSME and Skills (Oct)
Bankinter and Kauffman Foundation Roundtable – Future of Cities, Madrid, Spain (Sept)
NCET2 & UIDP Industry and Academic Research Conference, Menlo Park, CA (Aug)
Global Innovation Ecosystem Summit, SJSU San Jose, CA (July)
Frontiers in Service – Systems-Disciplines Framework for Scope of Service Science, Columbus, OH (Jul)
Frontiers in Service – Universities as Service Systems, Columbus, OH (Jul)
IBM Day at Tsinghua University – IBM Centennial and Smarter Planet, Beijing, China (May)
IBM Day at CITRIS – IBM Centennial and Smarter Planet, Berkeley, CA (May)
Cisco TV – Service Science Progress and Directions, Interview and webinar, Santa Clara, CA (Apr)
RIT Service Innovation Event – Regional Innovation Ecosystem and Service Science, Rochester, NY (Apr)
AACU Annual Meeting – Skills Up! Value Up! Session with Jay McCormack, San Francisco (Jan)

Executive Briefings

IKEA and Linneaus University (Sweden), NSF Leadership in Science and Technology (DC)

Projects

IBM Watson Jeopardy! Harvard-MIT, Stanford-Berkeley, CMU-UPitt executive sponsor

Professional Association Activities

SRII to ISSIP.org transition

Other Advisory Board Meetings, Briefings, Reviews, Visitors

Juror Brock International Prize in Education, Tulsa OK (Sept), UIDP, BHEF, NCET2 and other organizations linking industry-university for innovative research (research), next generation skills (readiness), and future talent (recruiting).

2010

2010 Message: Computer science is well known. Service science is emerging. Smarter Planet success depends on systems of systems.

Keynote/Plenary Presentations

ICSOC Service-Oriented Computing – SSME Keynote, San Francisco (Dec)
AMA Marketing ServSIG - Smarter Planet and Service Science Keynote, Porto, Portugal (June)
ICEE Service Science Implications for e-Biz and e-Gov Keynote, Guangzhou China (May)
IEEE Transforming Engineering Education – SSME Keynote, Dublin, Ireland (Apr)
Viable Systems Approach Conference – Service Science Foundation Keynote, U Rome, Italy (March)
IAMOT Management of Technology - SSME Keynote, Cairo, Egypt (March)

Panel Moderator

IEEE Transforming Engineering Education – T-shaped Professional Panel, Dublin, Ireland (Apr)
SRII Summit, Education Panel, San Jose, CA (Jan)

Panelist

NCIIA IP Panel - IBM University Programs, San Francisco (March)
SRII Summit, Education Panel – Service Science and T-shaped Professionals, San Jose, CA (Jan)

Presenter

Berkeley-CITRIS – Smarter Planet and Service Science Introduction, Berkeley, CA (Sept)
Marin County Education – Smarter Systems and Service Science, Marin, CA (June)
Naples Forum on Service – Three Frameworks for Research, Naples, Italy (June)
Stanford Computer Science – Smarter Planet and Service Science Introduction, Palo Alto, CA (May)
Next Generation Software Engineers and SSME – USA and Japan, Almaden (March)
Cairo University – SSME and Future Curriculum, Cairo Egypt (March)
FIU and U Miami - Service Science & Smarter Planet, Miami, FL (Feb)
BYU Service Operations Course, Prof. Scott Sampson, Utah (Jan)
Tanzanian Delegation/Dodoma Silicon Valley Initiative, Almaden (Jan)

Press

Fortune, Chronicle of Higher Education.

Executive Briefings

Intuit PEP Partnership Exec Briefings (Jan - Dec), IBM Workforce of Tomorrow briefing with IKEA, SpiritAero, State of Florida (Jan – Dec). Government and Non-Profit: NASA, IFTF, Denmark Ministry of Education, Australia CSIRO,

SHARPC/NSF, Singularity University, France INRIA, Germany Fraunhofer, TSIA, India GKI, Taiwan Service Science Research Center (SSRC), Japan Nomura Research Institute; Companies: Cisco, SAP, Earthmine, John Deere, Monsanto, Agilent, Nissan, Intel, StoraEnso, MITRE, Citicorp, Xerox, Microsoft, Google; Universities: Australia RMIT, U Wollongong, Canada U Vancouver, UOttawa, China Beijing University of Technology, Finland Aalto, Germany Karlsruhe, India School of Business, IIT Bangalore, Ireland Trinity, U Dublin, Italy Japan U Tokyo, Kyushu U, U Tsukuba, Mexico Monterrey Tech, New Zealand U Canterbury, Norway BI, Spain U Catalonia, Switzerland HEIG, Tanzania U Dodoma, Taiwan National Chengchi University, Turkey KOC University, UK Imperial, US MIT, Stanford, Berkeley, RIT, U Oklahoma, U Chicago, UTEP, RPI, Purdue, OSU, Duke, NCSU, U Miami, FIU, UCF, Columbia, CMU, MSU, ASU, U Arizona, SJSU, U Penn, CSUEB, U Maryland, USC, U Michigan, Union College, Neumont, UCSC, SFU, Southern New Hampshire University (Jan – Dec).

Projects

IBM Smarter City Challenges Fresno Coach (Oct)

Professional Association Activities

SRII Meetings (Jan – Dec)

Other Advisory Board Meetings, Briefings, Reviews, Visitors

VTT Scientific Advisory Board (Jan – Dec), BHEF Skills for Future Advisory Board – STEM pipeline simulation meetings (Jan-Dec), NAE K-12 Engineering Education Standards Committee, Washington, DC (Nov), CITRIS UC Berkeley (Jan – Dec)

2009

2009 Message: Families and universities are two of the most important types of services systems. They both have a major impact on the next generation of talent. Service system design is impacted both by better technological building blocks, and more just and equitable public policy.

Keynote/Plenary Presentations

Service Design Conference – Service Science Keynote, Seoul, Korea (Nov)

Tokyo Tech, 21st Century COE 5th Symposium - Agent-Based Social Systems Sciences Keynote, Tokyo (Feb)

Panelist

Frontiers in Service – Education at the Edge of Chaos, Honolulu, HI (Oct)

Presenter

Frontiers in Service – Establishing an Industrial Service Research Group, Honolulu, HI (Oct)

Naples Forum on Service – Three Frameworks for Research, Naples, Italy (June)

U Porto Introduction to Service Science, Porto, Portugal (May)

Projects

IBM Research awards for Almaden Service Research projects achieving ten times return on investment with four IBM outstanding and eleven accomplishment awards over seven years. Projects included SSME (Service Science Management and Engineering), Component Business Model (CBM), Solution Design Manager (SDM)/Financial Solutions Manager(FSM), Intelligent Document Gateway (IDG), BIW (Business Insight Workbench), COBRA (Corporate Brand Analytics), SIMPLE (Intellectual Property Analytics), Impact of Future Technologies (IoT), Web Fountain (pioneered UIMA for Watson Jeopardy!), Call Center Management Dashboard and Analytics, and New Service Design Rehearsal Studio.

Professional Association Activities

SRII meeting (Jan – Dec)

Other Advisory Board Meetings, Briefings, Reviews, Visitors

VTT Scientific Advisory Board (Jan – Dec), Stanford Humanities Advisory Board (Jan – Dec).

2008

2008 Message: In manufacturing, cost reduction has come from reduces variance. However, value often comes from mass customization, embracing the unique variance of each customer's demand, and isn't that a service? The growth of the service sector in developed countries over the 20th century, as well as in businesses such as IBM over the last few decades, indicates a need for service science to make innovation more systematic. Our customers know what computer science is, but they are confused by service science – what is that? Therefore, let's call the initiative Smarter Planet. Service science for academics, and Smarter Planet for customers and the media. Smarter Planet, and Sam Palmisano have the same initials.

Keynote/Plenary Presentations

UK Royal Automobile Club, Service Conference - SSME keynote, London (Sept)

IFIP TC8 WG8.2 Information Technology in the Service Economy Keynote, Toronto, Canada (Aug)

FITA Info Tech – Service Science keynote, ASU, Tuscon, AZ (March)

Panel Moderator

Frontiers in Service, Big Data and Service Innovation, Washington DC (Oct)

Panelist

eBay Research Day – IBM Research, San Jose, CA (Sept)

US Congress Council of Competitiveness: Thrive panel – future skills, Washington, DC (Apr)

Media Consulta Event GmbH panel future skills – Smarter Planet and Service Science, webinar (Apr)

Presenter

UVA Mike Gorman, host (Dec)

TSIA-AFSMI Service Management and Innovation conference – SSME Talk, Las Vegas, NV (Oct)

Berkeley CITRIS Service Lab Workshop Jean Paul Jacob, host (Sept)

CMU Service Science course lectures for CMU, Prof. Anatole Gershman, webinar (Sept)

SPJIMR Service Science Talk, Mumbai, India (June)

Helsinki School of Economics Commencement Speech – Industry Perspective – Helsinki, Finland (May)

Aalto U Service Factory Workshop – Smarter Planet & Service Science – Helsinki, Finland (May)

Sweden SSME Workshop – Smarter Planet, SSME, and T-shaped Professional – Stockholm, Sweden (May)

Service Innovation Design Conference – Service Science talk, San Diego, CA (March)

Press

Investor's Business Daily (July), Sweden Metro Teknik (June), UK Financial Time Interview (June), Wirtschaftsinformatik (January, pp. 66-68)

Executive Briefings

Deutsche Bank, IBM Almaden (Nov), Intuit, IBM Silicon Valley Lab (Nov)

Projects

Director, Almaden Service Research - see detailed month by month, day by day activities below.

Professional Association Activities

SRII Meetings (Jan – Dec)

Other Advisory Board Meetings, Briefings, Reviews, Visitors

VTT Scientific Advisory Board (Jan – Dec), National Academy of Engineering (K12 Engineering Education Standards) (June), NSF Panel Reviewing Proposals for Course, Curriculum, and Laboratory Improvement (CCLI) (July), Stanford Humanities Advisory Board (Jan – Dec). Institute For The Future (IFTF) Advisory Board (Jan – Dec).

The above is a sampling of the most significant of these events below:

January

- 2 Professional Service: Planning Almaden Institute (Eric Gabrielson, Norm Pass, etc.)
- 11 Professional Service: Next Generation Innovation Ecosystem Platform Summit Kaufmann Foundation & BASIC
- 17 Professional Service: SJEF's Open Source Advisory Board, IBM Community Service
- 31 Professional Service: Course at IBM, 2008 Service Eng Course for MS Software Eng for IBM Cohort

February

- 25-27 Professional Service: UCSC Information Systems Mgmt Academic Program

March

- 1 SSME Keynote: FITA 2008 Keynote (Tuscon, AZ)
- 14 Professional Service: Finland VTT Scientific Advisory Council
- 18 Host Academic Talk: Mark Haselkorn visit Humanitarian Service Science (CCLI proposal prep)
- 27 IBM Talk: SSME and BGI with Peter Williams
- 31 SSME Talk: Service Innovation Design Conference in San Diego, Invited Speaker

April

- 2 SSME Talk: Panel (Media Consulta Event GmbH -- Myriam Fleck), webinar
- 3 Professional Service: Stanford Humanities Center Advisory Board (John Bender)
- 23 Customer briefing: British Telecom (Richard Lyons)
- 25 SSME Talk: Panel US Council of Competitiveness: Thrive document and briefing
- 29 IBM Talk: GTO WorldSimulator discussion

May

- 1 Host Academic Talk: Walter Ganz visit, Fraunhofer, Germany
- 6 Host Academic Talk: Ramayya Krishnan, Prof. Information Systems, CMU
- 6 Host Academic Talk: Steve Kwan, SJSU, SSME Lecture Series
- 9 Host Academic Talk: Duncan McFarlane, Professor of Service and Support Engineering, Cambridge University
- 9 Customer briefing: Venture law advisor - Martin Haerberli
- 12 Professional Service: Feedback on Netherlands Service Innovation Roadmap (Dr.ir. René van Buuren)
- 14 Host Academic Talk: Ari P.J. Vepsäläinen, Helsinki School of Economics
- 15 Professional Service: TWIN Awards dinner with Jeanette Blomberg
- 25-26 SSME Talks: Sweden Nordic SSME Workshop & Stockholm School of Economics (Orjan Granqvist)
- 27-28 SSME Talks: Helsinki University of Technology, Aalto University, Service Factory Workshop
- 29 Helsinki School of Economics Commencement Talk (Jyrki Koskinen)

June

- 3 Professional Service: National Academy of Engineering (K12 Engineering Education Standards) (Greg Pearson)
- 3 Host Academic Talk: Lou Freund, SJSU, SSME Lecture Series
- 5 Host Academic Talk: Facundo Martin Alonso, Stanford University
- 11 Host Academic Talk: Minni Sarkka Talk, Helsinki University of Technology
- 11 Interview: Sweden Metro Teknik. Carina Ginstmark
- 11 Interview: David Turner, UK Financial Time Interview
- 11 IBM Talk: Almaden Panel Series - Acquisitions Analyzed (Moidin M.)
- 12 IBM Talk: Summer Tech Series Seminar, Topic: The History and Future of Service Systems
- 13 Host Academic Talk: Dr. Arun Sharma, Deputy Vice-Chancellor (Research), Queensland (QUT) in Brisbane
- 23 Professional Service: Alok Rishi and Kevin Ellis, Director, Services Innovation Office, Sun Microsystems
- 25 SSME Talk: SPJIMR launch PG Diploma, Dr. Sunil Rai, Jt. Director in Mumbai, Dr. Shrikant Parikh (ex-IBM)
- 25 Customer briefing: SAP Teleconference
- 25 Host IBM Exec visit: Gerry Mooney, S&D Government and Education
- 26 Professional Service: AoT Report Review: SSME input
- 27 Customer briefing: Doosan Group, S. Korea, GIE and SSME presentations

July

- 8 Academic Visit: Donald Boyd, VP of Research and Innovation Programs for RIT and Michael Dwyer.
- 10-11 Professional Service: NSF Grant Reviews: CCLI Review (Russ Pimmel)
- 14 Customer Meeting: Intuit
- 15 Interview: J. Bonasia at Investor's Business Daily

16 Customer Briefing: Dr. Birgit Buschmann, Director, Ministry of Economics of Baden-Wuerttemberg, Germany
 21 Host Academic Talk: Tokyo Ins. of Tech, Kyoichi Jim Kijima, Decision Sciences
 22 ASR Team Meeting: Summer Picnic
 23 Host IBM Exec visit: Rohit Tandon - Executive Vice President, Strategy and Shared Services, IBM Daksh
 24 Customer briefing: ITRI (Industrial Technology Research Institute of Taiwan). The director of institute, Mr. Tu
 25 Customer briefing: Intuit Cloud Computing at SVL
 31 Host IBM Exec Visit: Steve McMillan at Hawthorne for GTS BTE - Research meeting

August

4 Host Academic Talk: Rudi Studer - Institut AIFB, Karlsruhe Service Research Institute (KSRI), Germany
 11 SSME Keynote: IFIP Conference Toronto (Michael Barrett, Cambridge)
 11 Professional Service: Canadian Service Innovation Roadmap report discussion (Chris Paterson)
 14 Customer visit: InsightsOnDemand
 15 Customer visit: Intuit (Mike Graves)
 18 Professional Service: Singapore SSME Development (Sew Bun Foong)
 19 Host IBM Exec visit: Gerry Mooney, MegaFOAK Workshop (Laura Anderson, Norm Pass)
 19 Customer briefing: SAP (Paul Hofmann)
 26 Professional Service: VTT Scientific Advisory Meeting call

September

3 Customer talk: Qwest IBM Service Science, Michael A. O'Connell, IBM Client Director, Qwest
 8 Customer talk: Ben Lowe, Enabling Computing Technologies (ECT) Regional leader for Bell Labs Ireland, UK
 Yuliy Baryshnikov, leader of Industrial Mathematics and Operations Research
 Francois Pitti from the Strategic Alliance organization.
 (IBM) Michael J Hefron, IBM S&D, Industrial Sector, Client Group Director: Lucent & Siemens
 9 Professional Service: Local Welcome Host, DOD Innovation Forum (Chris Hanson, Bill Daul)
 11 Professional Service: NAE K-12 Engineering Standards (Maribeth Keitz National Academy of Engineering)
 11 Customer Meeting: Enthiosys Customer Appreciation Day (Luke H.)
 17 SSME Talk: 2nd Innovation in Services Conference, The Service of Health Care Berkeley CITRIS (Ravi Nemana)
 19 Professional Service: eBay Research Day
 panelists: Ashok Chandra, Microsoft; Peter Norvig, Google; Jim Spohrer, IBM Research; Mark Bernstein, PARC
 30 Host Academic Visit: Andrew Isaacs, Berkeley; Mr. Naohiro Ichiba, DNP and Sarah Brown, Berkeley.

October

1-5 SSME Plenary Discussant: Frontiers in Service Conference, PIC Conference, On Program Committee
 6 Customer Call: Anil Srivastava, CKO, Capital Technology Information Services, Inc.,
 Anupam Saronwala - IBM India Research & Kiran Karnik, IIT, India
 6 Host Academic Talk: Guangjie Ren, University of Cambridge, UK
 9 Host Academic Talk: Dr Hossein S. Zadeh, Program Director - Master of Business Services Science
 School of Business IT RMIT University
 10 Professional Service: Meet with and review new book on Technology for Brian Arthur, Santa Fe Institute
 13 Host Academic Talk: Prof. Dr. Alexander Gerybadze, Management and Innovation, U Hohenheim, Germany
 21 SSME Talk: AFSMI conference in Las Vegas, Nevada (JB Wood)
 23 Guest Lecture SSME Course: Rajiv Kapur, SJSU
 30 Professional Service: Meeting w/Steven Rubin, Advisory Board, Member Orchesys, Inc.
 30 Interview: SY Partners for Smart Planet Initiative (Sara D.G.)

November

6 SSME Keynote: 22nd Service Conference and Workshop, Royal Automobile Club, Pall Mall. (Katherine Tyler)
 10 Customer Briefing: Deutsche Bank, Germany
 11 Professional Service: Advisory Board, SRI NSF Grant for Life Long Learning (Britte Haugan Cheng, SRI)
 12 Professional Service: Exploration Summer Program, Explo's Curriculum Advisory Committee (Barb Trainor)
 12 Professional Service: Stanford Humanity Advisory Committee (Aron Rodrigue)
 13 Customer Meeting: Ralph Hodgson, CTO and Executive Partner, TopQuadrant, Inc.,
 Via tele: Irene Polikoff and Robert Coyne
 14 Customer Briefing: Intuit at SVL (Storage)
 17 Customer Briefing: Intuit Scott Beth, Craig Cuffie, Carla Zorn, Director of Finance Transformation Office -- Intuit
 Via tele IBM: Blanche Waddell, John Ricketts, Bruce Greiner
 19 Professional Service: Advisory Board, SRII Award Steering Committee Conference Call
 21 SSME Talk: SSME Discussion with State of Maine (Terry Hansen)
 23 SSME Paper: First Editorial to on-line <<Service Science>> Journal
 24 Professional Service: SRII Advisory Board Meeting (Tom Pridham)

December

- 3 ASR Team Meeting: End of year project review and 2009 planning
- 6-10 SSME Talk: Otago Forum New Zealand, Host David Ballantyne, Dunedin, NZ
- 12 SSME Panel: First Karlsruhe Service Summit at Karlsruhe Palace, Karlsruhe Germany (Prof. Steve Kwan)
- 13 SSME Keynote: WeB 2008 Paris France (Prof. Steve Kwan)

2007 POMS Service Operations – SSME Keynote, Columbia University, NYC (July), IIE Industrial Engineering, Industry Section – SSME Keynote, Nashville, TN (May), National Academy of Engineering, Enhancing Masters Natural Sciences, Keck Center, Washington, DC (March)

2006 Plenary Frontiers in Service (July Brisbane, Australia), SSME UC Berkeley iSchool (Dec), Ireland Development Agency (Dec. Dublin), UCSantaCruz Knowledge Services (Nov Moffat Field), PARC Forum (Nov. Palo Alto, CA), SIGSoft (Nov. Portland, Oregon), UVermont (Oct Burlington, VT), Watson Research Center Colloquium (Oct Yorktown, NY), CITRIS-IBM-METI (Oct Moffat Field), Japan Science and Technology RISTEX Service Science Symposium Keynote, Tokyo (Oct), Keynotes 5th German Service Engineering Conference (April Berlin), 1st German Service Science Conference (April Ingolstadt), US National Academy of Sciences (April Washington, DC), World Talk Radio Science and Society (Feb), UCLA Marschak Colloquium (Feb LA, CA).

2006 VTT Advisory Board (Helsinki, Finland), Stanford Humanity Center (Palo Alto, CA)

2005 SSME Workshop Oxford University (May Oxford, England), China (Sept Peking University Beijing), Japan (Sept IBM HQ Tokyo). OntologWiki Forum (Dec). ISSS Keynote (July Cancun, Mexico).

2004 Interviewed by Michael Kanellos, News.com Senior Editor, "IBM's Services Science" April 28, 2004
"Humans are intentional agents, and intentional agents can resist or accelerate change," Spohrer said. Interviewed by Shumway. May 21, 2004, Station KDKA-AM. Location Pittsburgh, Program KDKA Morning News. Half Life of Jobs. Interviewed by Joan Buzaleno: June 1, 2004. Evolution of Work. Collaboration Summit. Expert Presentation. First Conference of the POMS College of Service Operations (Dec Columbia University NY, NY)

2003 Board Member Emeritus, New Media Centers (nmc.org)

2002 Advisory Board of James Burkes' KnowledgeWeb Project.

2001 Interviewed by Howard Rheingold for his book Smart Mobs: The Next Social Revolution.

2000 Interviewed by Gary Taubes for IBM Think Research Cover Story Transparent Computing.

1998. VSWIM Plenary (San Diego), Educom NLII Plenary (New Orleans), 4C@Workshop Keynote (Cupertino, CA), CSU Hayward Multimedia Colloquium (Hayward, CA), ITCE Plenary (Santa Fe, NM), TYC21 Keynote (Solano, CA), CATS 98 Keynote (Sonoma, CA), UCLA Technology & Learning Colloquium (LA), Ed Tech 98 (Santa Clara, CA)

1998 EOE, Microsoft's Higher Education Vision Interview (May 1st, 1998), Cisco WW Training (San Jose), CILT Tools for Learning Communities (Menlo Park, CA), Bootstrap Alliance (Menlo Park, CA), Colby College (Cupertino, CA). Weekly visitors to Apple and Apple's Corporate Briefing Center.

1998 Advisor Reactivity, Inc.

1997 G'Tech (Atlanta), California Community Colleges Conference (San Jose), NPUC (Almaden, CA), CAETI (Fairfax, VA), ISI (LA), International Cooperative Alliance (Geneva), Cornell University (NY), NASA Ames HCI Colloquium (Mountain View, CA), Jim Johnson (San Diego)

1997 Interface Forum, ARL Panorama, NSF Colloquium (D.C.), Educom (Minneapolis, MN), Danish Delegation (Cupertino, CA), Brazil Delegation (Cupertino, CA), Norway Delegation (Cupertino, CA)

1997 Advisor California State University Hayward Multimedia Advisory Board., Institute for the Future Outlook Advisory Group, Educom's IMS Project Technical Advisory Group, @Learning Corporation

1997 WorldBoard, San Jose Mercury News (front page June 28th, 1997), Organized Advisory Workshops: DOD Advanced Distributed Learning Initiative, IEEE P1484 Learning Architectures Study Group, NIST Metadata Project, World Bank and UNDP Learning Technology for Developing Nations., Apple's Open Source Community Organizer and Lead

1996 CSCL Conference (Bloomington, IN), AERA (San Francisco), NIST ATP Workshop (Washington, DC), CAETI Workshop (Washington, DC), State of Georgia Governor's Office (Atlanta).

1996-1993. Co-organizer and presenter E/W NSF Workshop (Boston), E/W NSF Workshop (Boulder, CO). Co-organizer of Empirical Studies of Programmers conference (Palo Alto, CA). Numerous presentations to major corporations: Time Warner, HBO, PacTel, Motorola, MITRE, Boeing, etc. (Cupertino, CA). Presentations to major universities (MIT, CMU, Georgia Tech, University of Illinois, etc.). Apple's World Wide Developer Conference (San Jose, CA).

1996 Advisor DARPA CAETI Advisory Meetings, White House Office of Science and Technology Advisory Meetings, Vice President Al Gore's Redevelopment Initiative, NSF Grant Review Meetings, NIST/White House Meeting, Marlborough College, VT Multimedia Advisory Board, Journal of the Learning Sciences Editorial Board, Interactive Learning Environments Editorial Board

1995 White House Conference on Learning & Technology (Washington, DC). Utah State University Learning Conference (Utah). ARPA SISTO Workshop (Washington, DC), American Education Research Association (San Francisco). Child's Play Workshop on End-User Programming (Boulder, CO).

1994 NIST ATP Learning and Technology Presentation (Washington, DC). American Education Research Association (New Orleans). IEEE Systems, Man, and Cybernetics Conference (Houston, TX).

1993 Co-chair 5th Empirical Studies of Programmers Conference, Palo Alto, CA (Dec). State of California Directors of Education, Keynote Speaker (Santa Rose, CA). Interact '93 Multimedia and Training Conference (Anaheim, CA). IJCAI-93 (Chambery, France).

1992 NSF Learning Technology Forum (Washington, DC). CHI demonstration (Monterey, CA).

1992 CHI co-organizer of workshop on End-User Programming. Biannual Advances in Learning Technology Workshop.

1991 Cognitive Science Conference (Chicago, IL) panel on Simulation and Education. IEEE Systems, Man, and Cybernetics conference (Charlottesville, VA) presentation. Empirical Studies of Programmers (New Brunswick, NJ) panel on Environments for Learning to Program. World Congress on Expert Systems (Orlando, FL) panel on Expert Systems and Interactive Multimedia.

1991 Corporate briefings to Allied-Signal Aerospace Company, Andersen Consulting (video-conference), Anhauser-Bush, Austrade & Australian Department of Industry, Boeing, Raytheon, United Airlines, University of Southern California.

1990 AAAI Spring Symposium (Palo Alto, CA)

1990 Cognitive Science (Cambridge MA), Apple AAAI Presentation (Cambridge MA). Corporate briefings to Apple's Executive Management Team, Boeing, Toshiba Corporation (in Tokyo).

1989 Visiting Scholar University of Rome La Sapienza. Guest lectures/visiting scholar at the University of Joensuu, Finland and CAT*TD University of Rome, Italy.

1989 Presentations at Educational Testing Services, IBM, Andersen Consulting.

1987 ISTAR III, Information Science and Technology Assessment for Research, Sponsored by the Department of the Army. (Leesburg, VA.). Education Testing Service (Princeton, NJ). Western Massachusetts Chapter of ACM (Chicopee, MA).

1987 American Education Research Association, Speaker (Washington, DC). IMA Education Workshop (Washington, DC).

1986 Empirical Studies of Programmers (June 5-6, Washington, DC). American Education Research Association (April 20, San Francisco, CA). CHI '86 ACM/SIGCHI Human Factors in Computing (April 13-17, Boston, MA). NCTM '86 - 64th Annual Meeting National Council of Teachers of Mathematics (April 2-5, Washington, DC).

1985 SMC'85 IEEE International Conference on Systems, Man, and Cybernetics. Invited Speaker. (November 12-15, Tuscon, AZ). SPIE'85 International Conference on Intelligent Robots and Computer Vision and Space Station Automation (Sept 15-20, Cambridge, MA). WCCE '85 IFIP/AFIPS 4th World Conference on Computers in Education (July 29-August 2, Norfolk, VA). CHI '85 ACM/SIGCHI Human Factors in Computing Systems (April 14-18, San Francisco, CA).

1983-80 Speech recognitions presentations: ICASSP 83 IEEE International Conference on Acoustics, Speech and Signal Processing (Boston, MA). ICASSP 82 (Paris, France). ASA 80 Acoustic Society of America (Atlanta, GA).

1982-1983 Yale Masters and MPhil, later PhD (1989)

1978-1982 Verbex, acquired by Exxon enterprises, formerly Dialog Systems Inc., Founder and CEO Steve Mosher. Developed machine learning and speech recognition software with Peter F. Brown, Bob Roth as well as Jim and Janet Baker.

1974-1978 MIT

1956-1974 Jim grew up in the State of Maine. Life began on a 40-acre farm (zip code 04444 for Newburgh rural, Hampden urban) with party line telephone as the advanced technology. The family farm raised apples as well as animals – near trout streams and blueberry patches – but no computers, smart phones, or game consoles. Enjoyment of the outdoors helped propel him to spend time in nature, and become an Eagle Scout, Jr. Assistant Scout Master, and summer camp counselor, including a whitewater canoeing instructor at by the age of 18. He was valedictorian of his high school class of 1974 from Hampden Academy, where a few years earlier he was lucky to have Stephen King as an English teacher for the course Fantasy & Science Fiction. He was also lucky to write his first program in 1972 on punch cards, and one week later he got the print out with his first bug report after the cards were mailed to and processes on an IBM mainframe at the University of Maine, Orono. In 1943, IBM established its punch card division in California, near where he now lives in Silicon Valley with his wife and two sons, and dog, named Wally.