

## Candidate for Executive Vice President

Elizabeth F. Churchill  
Yahoo!, Santa Clara, CA, USA

### **BIOGRAPHY**

#### Academic Background:

Ph.D., Cambridge, 1993, Cognitive Science.

#### Professional Experience:

Principal Research Scientist, Yahoo!, Santa Clara, CA, USA, 2006 – 2009;  
Senior Research Scientist, PARC, Palo Alto, CA, USA, 2004 – 2006;  
Senior Research Scientist, FX Palo Alto Laboratory, Palo Alto, CA, USA, 1997 – 2004.

#### Professional Interest:

Internet technologies; Mediated communication, including intercultural communication;  
Social software, social media, social cognition; Computer supported cooperative work; User  
activity analysis.

#### ACM Activities:

Member, ACM, 1998 – 2009;  
SIGCHI: CSCW 2010 Papers and Notes Co-Chair, 2008 – 2010; CHI Student Design  
Competition Co-Chair, 2003 – 2006; CHI 2004 Notes Chair, 2003 – 2004;  
CVE 2000 Collaborative Virtual Environments General Chair, 1999 – 2000.

#### Membership and Offices in Related Organizations:

Member, Anthropological Society of America, 2000 – 2009;  
Member, Committee of Cognitive Section '95 -'97, British Psychological Society,  
1995 – 2008.

#### Awards Received:

ACM: Recognition for chairing CVE 2000; Recognition for chairing CSCW 2002;  
Recognition for being technical program chair, CVE 2002; Recognition for CHI mentoring,  
2003.

### **STATEMENT**

SIGCHI is the world's main society for professionals in computer related industries.

However, we see great opportunities for increasing communication and networking  
between our members, and for the global promotion of HCI as a field of enquiry, a business  
imperative and an educational base.

It is essential we tackle head-on how we can increase awareness of SIGCHI and increase our relevance as a professional body for practitioners and researchers within business and academia globally.

We plan to take greater advantage of developing communication technologies to improve the information flow between members and between local chapters, and to foster membership sign-on and active participation. We believe in promoting SIGCHI activities that are locally grounded, and in building alliances with related professional bodies. We need to increase representation of lesser-promoted areas of practice and research within the SIGCHI community, such as universal access. We will increase our efforts with educators to develop opportunities for newcomers and to stimulate HCI as a discipline through curriculum development worldwide. Finally, we will more strongly promote SIGCHI as a professional body that provides value to corporations through access to new opinions and innovative developments.