

SGB Position: SGB EC Member at Large

David Pennock

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BIOGRAPHY:

Dr. David Pennock is a Principal Research Scientist at Yahoo! Research in New York City, where he leads a group focused on algorithmic economics. He has over fifty academic publications relating to electronic commerce and the web, including papers in PNAS, Science, IEEE Computer, Theoretical Computer Science, AAI, EC, and WWW. He has given over thirty talks and authored one patent and ten patent applications. In 2005, he was named to MIT Technology Review's list of 35 top technology innovators under age 35 having the potential to profoundly impact the world. Pennock is among a growing vanguard of computer scientists and economists who are working together to investigate the role of computation in economic theory and to design and build the marketplaces of the digital age. One of his primary areas of expertise is the design and analysis of prediction markets.

Prior to joining Yahoo!, Pennock worked at NEC Research and Microsoft Research, and served as an Adjunct Assistant Professor at Pennsylvania State University. He received a B.S. in Physics from Duke University (magna cum laude), an M.S. in Computer Science from Duke, and a Ph.D. in Computer Science from the University of Michigan. Reports of Pennock's research have appeared in Time, Discover, New Scientist, CNN, the Economist, and the New York Times.

Pennock is Chair of ACM SIGecom and has served as program co-chair of ACM EC, track chair of WWW, editorial board member of ACM TOIT, and program committee member of ACM EC, KDD, RecSys, SIGIR, and VLDB. Pennock is a Senior Member of ACM and a member of AAI.

STATEMENT FOR PUBLICATION:

During my term as Chair of ACM SIGecom, I have been impressed with the effectiveness and efficiency of ACM as an organization, from its early embrace of rights-friendly digital publication to its distinct lack of bureaucracy. As a scientist in an industry lab, I'm proud to serve an organization that represents both research and practice. Its great to see an organization whose very name betrays its age continue to adapt to better serve its members in modern times, including remaking ACM Communications, retiring stagnant Special Interest Groups,

adding conferences, journals, and awards, and making the ACM.org web portal the hub of the organization. As SGB EC Member at Large, I would plan to:

(1) Steer when possible toward digitizing almost everything we do, including publications, reviews, and communications, anchoring everything at ACM.org. The exception is major meetings, where physical co-location still plays an important social role.

(2) Continue the effort to end SIGs, journals, and venues that are outdated with little or no chance of recovery.

(3) Highlight and encourage a hacker or experimentalist spirit to try new things, for example the recent effort to establish conferences outside traditional SIG boundaries. This can only work in a culture that supports (2) so that new ideas can "fail fast."

(4) Increase SIG membership and involvement among industry, including web giants like Yahoo!, Microsoft, Google, Facebook, Ebay, and Amazon, as well as smaller "Web 2.0" startups.

(5) Improve online tools for collaboration and community among members, for example wikis, social networks, blogs, and online publishing.