

DEBBY HINDUS

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SUMMARY

Technologist, entrepreneur and market strategist specializing in consumers, homes and technology. Expert in user interaction, qualitative methods, audio-based interactions and computer-mediated communication. Team leader, developer and prototyper of innovative applications. Stanford instructor on consumers, communications, technology and the home. Experienced researcher with top-tier publications and an international reputation.

Track record includes strategic product marketing for home networking spin-off, novel user experiences and mainstream software products. Proficient in startup funding, positioning, market segmentation, FCC process, patents, broadband industry and consumer research.

EXPERIENCE AND EDUCATION

Bitsqueeze, Inc., Palo Alto, CA (currently not operating) 2000-01

VP product marketing, Network server appliances

Formulated business case for network infrastructure startup. Analyzed market situation and competition. Conducted early market research interviews with prospective customers. Helped form company; negotiated founders' agreements, office lease, employee benefits and insurance.

Interval Research Corporation, Palo Alto, CA 1992-2000

Course designer, Broadband industry education Q1 2000

Produced a series of 15 lectures and panels, featuring industry pioneers and experts, to educate staff about the broadband arena. Responsible for curriculum, speakers, readings and web site.

Product marketing, Wireless home networking 1998-99

Developed business strategy and market timing for internal spin-off. Identified entry markets; sized markets; modeled revenues. Created investor presentations. Formulated FCC regulatory strategy. Tracked industry trends and standards. Active in industry consortia. Invited to give talks and tutorials at industry conferences by Parks Associates, Pulver.com, Marcus Evans and others.

Project coordinator, Social communication appliances 1995-97

Led innovative home multimedia project. Responsible for project definition, planning, finances, team formation and intellectual property. Activities: ethnographic home studies, novel application scenarios, interaction design, prototyping and evaluation. Conducted primary consumer research of women; studied home businesses. Assessed prototypes' commercial potential. External results: ACM conference and workshop publications, Stanford University course, four pending patents.

Researcher, Workplace audio spaces 1992-94

For a novel group audio conferencing application, studied users; analyzed interviews; collaborated on ethnographic study; published results. Participant in innovative audio projects. Academic liaison. Due diligence. External results: ACM conference and journal publications; a U.S. patent.

MIT Media Laboratory, MS Science 1989-92

MS thesis: "Semi-Structured Capture and Display of Telephone Conversations." Wrote X widgets. Summer jobs: OS/2 (UIE, '92), SQL (Technology Concepts, '90), UNIX (Boston Technology, '89). Published in IEEE and ACM journals and conferences. Taught at Harvard Extension School.

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User interface and software consulting practice, Boston, MA 1985-89

- Implemented user interaction software for PC backup product. Used C and DOS. (Sytron, 1989)
- Verified system reliability and performance of VMS-PC LANs. Automated tests. (DEC, 1987-89)
- Coded and designed user interfaces for PC business plan product. (Venture Software, 1986-87)
- Developed and critiqued PC user interfaces. (John Hancock and Houghton-Mifflin, 1986)
- Built medical insurance payment subsystem. Enhanced dBase-III real estate program. (1985-86)
- Project manager for satellite transmission of investment advisories. (Business Research, 1984)

Software Arts, Wellesley, MA Project Leader and Software Engineer 1983-84

- Invented and prototyped PC electronic mail product. Key driving force.
- Researched user interface issues in depth. Designed tools for producing interactive demos.

Compaq (then DEC), Maynard, MA Project Leader and Tools Developer 1979-83

- Led seven software engineers in building VMS FMS, a best-selling software package.
- Wrote tools for computer performance measurement, prediction and analysis.

University of Michigan, BS Computer Science

PUBLICATIONS

- "Casablanca: Designing Social Communication Devices for the Home," Debby Hindus, Scott D. Mainwaring, Anna Elisabeth Hagstrom, Nicole Leduc and Oliver Bayley. ACM CHI'01 conference.
- "Interval Research Overview," Bonnie Johnson, Debby Hindus and Arati Prabhakar. ACM CHI'00.
- "The Importance of Homes in Technology Research," Debby Hindus. ACM CoBuild'99 conference.
- "Tangible Progress: Less is More in Somewire Audiospaces," Andrew Singer, Debby Hindus, Lisa Stifelman and Sean White. ACM CHI'99 conference proceedings, May 1999.
- "Hanging on the 'Wire: A Field Study of an Audio-Only Media Space," Mark Ackerman, Debby Hindus, Scott Mainwaring and Brian Starr, ACM Transactions on Computer-Human Interaction, 4(1), March 1997, 39-66.
- "Thunderwire: A Field Study of an Audio-Only Media Space," Debby Hindus, Mark Ackerman, Scott Mainwaring, and Brian Starr, ACM CSCW'96:conference proceedings, 238-247.
- "Designing Auditory Interfaces for PDAs," Panel discussion, Debby Hindus, Lisa Stifelman, Barry Arons, Bill Gaver, Beth Mynatt and Maribeth Back, ACM UIST'95 conference proceedings, November 1995.
- "An Overview of Interval Research," David Liddle, Meg Withgott and Debby Hindus, ACM CHI'94.
- "Capturing, Structuring and Representing Ubiquitous Audio," Debby Hindus, Chris Schmandt and Chris Horner, ACM TOIS, Transactions on Office Systems, October 1993.
- "Ubiquitous Audio: Capturing Spontaneous Collaboration," Debby Hindus and Chris Schmandt. CSCW'92.
- "Semi-Structured Display of Telephone Conversations," Debby Hindus and Chris Schmandt. CHI'92.
- "Augmenting a Window System with Speech Input," Chris Schmandt, Mark S. Ackerman and Debby Hindus. *IEEE Computer*, August 1990.
- "Observations on Using Speech Input for Window Navigation," Chris Schmandt, Debby Hindus, Mark S. Ackerman and Sanjay Manandhar. In *Proceedings of INTERACT'90*, August 1990.

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PATENTS

- Methods and Systems for Creating a Spatial Auditory Environment in an Audio Conference System. Singer, et al. US patent 5889843, March 1999.
- Four patents submitted October 1998 on lightweight social communications technologies. Pending.

RESEARCH COMMUNITY ACTIVITIES

Journal, conference and other reviewing

- Journals: ACM TOCHI. IBM Systems Journal. Human-Computer Interaction. IEEE CG&A.
- ACM conferences: UIST'97-98 program committee; UIST'93-00, CHI'96-01, CSCW'98-00.
- Also CHI'95-01 short papers, CHI'98 panels, CHI'95 demonstrations.
- Technology assessment review for Federal Office of Technology Assessment.

ACM conference and SIG organizing

- Web publishing chair, UIST'01
- Local arrangements chair, UIST'98 and CSCW'96.
- Session chair, CHI'95, CHI'98, UIST'97, UIST'98.
- Audio SIG (special interest group) invited presentation, CHI'95.
- Floor manager for audio & visuals, Conf, on Human Factors in Computing Systems, CHI'87-88.
- Co-chair for audio & visuals, Conference on Human Factors in Computing Systems, CHI'86.
- Secretary, ACM Special Interest Group on Graphics (SIGGRAPH) local chapter, 1987-89.

Teaching

- Stanford graduate course, "The Design of Domestic and Consumer Technologies," winter 1999.
- Lectures at Stanford, Berkeley, Ricoh, Oracle, Harvard Extension, Royal College of Art, Philips, SRI and Olivetti CRL.
- Mentored student project for Stanford HCI class, winter 1994, spring 1997 and spring 1998.
- "Conversational Paradigms in User Interfaces," tutorial; CHI'91, CHI'92 with Susan Brennan.
- "Building GUIs in the X Window System," with Joe Marks (Harvard Extension, Fall 1991).
- Course on using and programming Lotus 1-2-3. (Aquinas Junior College, Winter 1988).

Workshop participation and position papers

- "Domestic and Residential Technologies: A proposed course," CSCW'98.
- "Only Three Things Matter—Infrastructure, Infrastructure and Infrastructure," ICAD'97.
- Co-organizer, Extending CSCW into Domestic Environments, O'Brien, et al. CSCW'96.
- "The Participant-Observer-Designer in the Home," Hindus and Mainwaring, CSCW'96.
- "The Technological Paradox in CSCW Systems," Pedersen & Hindus, CSCW'94.
- "Beyond the Stripchart: Visually Summarizing Meetings and Conversations," CHI'94.
- European MIRO (Multimedia Information Retrieval) workshop on speech databases, May 1994.
- Multimedia and multimodal workshop. "Tangible Audio," Hindus and Withgott, CHI'93.

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INDUSTRY ACTIVITIES

Skills development

- Crafting the Business Model, UCB extension course, Summer 1999, taught by Yves Huin.
- Java Programming, UCB extension course, Summer 1998.
- Software Startups, UCB extension course, Fall 1998, taught by Steve Bengston.
- Residential Network Technologies, by Grayson Evans, day-long tutorial at Forum'98.
- Social Networks, by Barry Wellman, half-day tutorial at CSCW'98.
- Product Positioning for High-Tech, UCB extension course, Fall 1996, by Rosemary Remacle.
- Entrepreneurship courses taught in-house by Tom Byers and David Liddle.
- Electronics for Poets, by Danny O'Sullivan, two-day workshop at Interval.
- On-site workshops on marketing, interviewing.
- Director and Lingo training.

Invited industry conference talks

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|---------------|---|----------------------------|
| • Instructor: | Capturing Market Share in Home Networking | HomeNet conference, 12/00 |
| • Keynote: | Trends in Instant Messaging and Presence. | Instant Messaging, 5/00. |
| • Speaker: | Home Networking: A Dysfunctional Industry. | Asilomar workshop, 4/00. |
| • Speaker: | SOHO tutorial and Consumer Marketing panel. | HomeNet conference, 12/99. |
| • Moderator: | Panel on Consumer Research. | Forum conference, 10/99. |
| • Panelist: | Ultra Wideband Communications Applications. | UWB conference, 9/99. |

Professional associations

- Software Developers Forum, since 2000.
- Forum for Women Entrepreneurs, since 1999.
- Founding member, Ultra Wideband Working Group, since 1998.
- Association for Computing Machinery (ACM), Computer-Human Interaction SIG, since 1982.

LANGUAGE AND SYSTEM EXPERIENCE

Languages: Java, C, HTML, Perl, Matlab, Lingo, Lisp, Fortran, Mumps, Basic, Cobol, Simula.
PCs: MS Office, Director, Filemaker, SoundEdit, Eudora, Supercede, CodeWarrior.
Various: Macintosh, HomeRF, BasicStamp, TWAIN, PhotoDeluxe.
UNIX: Linux, Emacs, Latex, Xwaves, HTK. SunOS and Ultrix, Saber-C, Elm, Yacc, Lex.
X Windows: Widget writing, Intrinsics, Motif and Athena widget sets.
VMS: FMS, DCL, EDT, CMS, SQL, PCSA, DECwindows, VAXpc.