Mark Stephen Meadows

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Creative Executive
(VR / NLP / AI / Robotics / UX)

Inventor, author, creative, and executive fire-starter
with over two decades' experience sparking combustible
technologies across five continents.

Proven track record building and executing creative
and business strategies in both hyper-growth and
research environments. Hands-on experience building
businesses, teams, implementing strategies, patenting
technologies and establishing long-lasting partnerships.

Nationality: American. Born Biloxi, Mississippi, 1968.
Languages: English (native), French (fluent), Spanish (conversational)

Keywords:
Natural Language (NLP / AI), UX, Realtime 3D / VR / AR, Character Design, Robotics

Experience:

2011-Present   Geppetto Avatars, Inc (formerly Geppetto Labs, LLC), San Francisco
Founder / Board Member / Chief Creative Officer
Founded and grew company (60 staff with fortune-50 clients) dedicated to conversational
characters. The platform, which I invented, combines natural language processing, realtime 3D
rendering, mobile computing, and contextual training to address a range of industries.

2001-2010   Consultant / Writer / Speaker
Consultant and analyst for various European, American and Asian research entities. Primary
focus was on artificial intelligence, NLP, and games development with some education and
training emphasis. Clients included Phillips, Siemens, Intel, Singapore government, Australian
government, and others.

2005-2007   HeadCase Humanufacturing, Los Angeles
Founder & Board Member / Chief Creative Officer
Built management team and raised support for an AI company (specializing in natural language
processing and autonomous avatar management). Led UX / Creative team and IP strategies.

2002-2004   Waag Center for New Media, Amsterdam
Researcher
Researched in AI, NLP, emotional measurement methods, and interactive avatar-based
technologies in coordination with the Dutch New Media Guild and other European new media
entities.

2000-2001   Stanford Research Institute, International, Palo Alto
Creative Director
This work involved taking IP assets from SRI and coupling those with investors and
entrepreneurs towards launching multiple start-ups. Started approximately twelve companies

with this model, most of which then merged or sold. Concentration was on creative: Branding, UX, UI, etc.

1998-2000   Xerox-PARC, Palo Alto
Researcher / Artist-in-Residence
Worked with Rich Gold, Mark Weiser and others as resident researcher and VR expert developing interactive narratives for a traveling exhibition-based flagship project that Xerox-PARC sent around the world named "Reading in Experimental Documents." Work included early investigations into open source and artificial intelligence. Emphasis on NLP as a narrative and reading method.

1995-1998   Construct Internet Design, San Francisco
Founder & Board Member / Chief Creative Officer
Founded (with Lisa Goldman) a company of thirty people dedicated to developing 3D worlds for large software companies. Participated in the brower wars of the '90s as a company working for both MS and Netscape. Additional research-based work was done as consultancy. Sold the company in 1998.

1994-1995   Interactive Media Festival, San Francisco
Webmaster (Design, Community Management)
Directed a team of over fifty volunteers in developing first online 3D world (in VRML) and managed first web-based chat forums including web luminaries (Joichi Ito among them). Carried online presence through large-scale American media campaign.

1992-1994   The Well (WELL.COM), San Francisco
Webmaster (Graphic Design, Community Management)
Implemented graphic design and interface of the third commercial dot-com web server. Developed look / feel and overall web-based community structure. Implemented community assisted page design, assisted in developing some of the web's first profile pages and UI.

Books (technology & culture books only - other publications available on request):

- **We, Robot; Skywalker's Hand, BladeRunners, and How Fiction Became Fact** (2010)
     Robots. Science fiction, engineering fact, and the various human futures robots present.
- **I, Avatar; The Culture and Consequences of Having a Second Life** (2006)
     Avatars. Online identities as a kind of self-portrait and the real-world impacts they have.
- **Pause & Effect; The Art of Interactive Narrative** (2001)
     Games. A survey on the intersection of visual arts, literature, and interactivity.
- Current monthly contributions to RoboHub and others on NLP, UX and privacy.

Media:

A list of articles, radio, television and other contributions are available on request.
2014: Appearances on USAToday, CNN, FoxNews, with articles in multiple magazines, etc.
2015: Forthcoming profile in The New Yorker and VentureBeat with speeches at SXSW, etc

Public Appearances:

Over 100 lectures (given in English or French), radio, and television appearances in Europe, US, Asia, and Australia. Highlights from the past several years include:

   * Philips Research, Eindhoven, "The Emotional User Interface"
   * IBM Research Laboratories, Hurlsey, "The Emotional User Interface"
   * AI-2006, Cambridge, UK, "Virtual Worlds and Digital Humans"
   * FMX07, Stuttgart, "The Emotional User Interface"
   * American Express Innovations Summit, New York: "Artificial Psychology"

* Hogeschool van Amsterdam, Amsterdam, "Virtual Intelligence"
* South By Southwest, Austin, "Virtual Worlds and Virtual Humans: NPCs and Avatars"
* Game Developer's Conference, San Francisco, "The Emotional User Interface"
* Cité des Sciences et Technologies, Paris, "Video Games and Fine Art"
* Mediamatic, Amsterdam, "Machinima and Characters"
* ZKM / SagasNet, Karlsruhe, "Machine Conductor; a Model for Migratory Movies."
* Australian Film Television Radio School (LAMP), Sydney, "Interactive Narratives"
* Monash University, Melbourne, "St. Elmo: An Interactive Portrait"
* XmediaLab, Singapore, "Interactivity and Portraits"
* Hungarian National University of Fine Art, Budapest "Character & Interactivity"
* Ecole des Arts Appliquée, Geneva, Switzerland "Le Portrait Interactif"
* Waag Institute, Amsterdam, "Saint Elmo: An Interactive Portrait"
* Art Center, Pasadena, "Artificial Emotion & the Interactive Narrative"
* Industrial Design School, Oslo School of Architecture, "The Plot"
* San Francisco State University, San Francisco, "Character & Stereotype"
* Sorbonne University / Paris8, Paris, "Le Récit, Interaction, et Interactivities"
* Kunsthochschule für Medien, Cologne, "Perspective's Role in Film & Interactivity"

Patents:

Patent work at various research centers involved similar disciplines of study (NLP / AI / Avatars / Robotics), some work in European patent systems, as well as consultatory roles with Australian and Dutch governments.

HEADCASE PATENTS, 2006 (IN REVISION):

HC 0701: Systems and Methods for Natural Language; 11682813
A method for taking natural language input, via text input, and generating a textual response that identifies the meaning.

HC 0601: Systems and Methods for Managing a Persistent Virtual Avatar with Migrational Ability; 11560743
Keeping track of an avatar that is able to be presented on multiple devices and virtual environments.

HC 0702: Systems and Methods for Vetting and Authenticating the Identity of an Avatar; 11694156
Identifying and verifying an avatar's identity to provide means of transactions including financial and other.

HC 0703: Systems and Methods for an Autonomous Avatar Driver; 11960507
Means of using NLP and identification methods to provide a visual representation of an avatar to talk and perform in-world functions.

GEPPETTO PROVISIONALS FILED IN 2013 / 2014

GEPT-1004PROV - SYSTEMS AND METHODS FOR CINEMATIC DIRECTION AND DYNAMIC CHARACTER CONTROL VIA NATURAL LANGUAGE OUTPUT
A method of animating an avatar and associated scenegraph such that the graphics are driven by NLP output (our "fibonacci" sequence)

GEPT-1002PROV - SYSTEMS AND METHODS FOR MEASURING MOOD VIA SEMANTIC AND BIOMETRIC RELATIONAL INPUT VECTORS
A method to determine an end-users emotional state and adjust the NLP and multimedia output to achieve emotional goals (like trust).

GEPT-1003PROV - SYSTEMS AND METHODS FOR GENERATING AUTOMATED EMOTIONAL MODELS AND INTERACTIONS OF EMPATHETIC FEEDBACK
A means of collecting biometric and semantic data to determine a user's current mood.

GEPT-1001PROV - SYSTEMS AND METHODS FOR EXECUTING FINANCIAL TRANSACTIONS USING METHODS OF NATURAL LANGUAGE PROCESSING
Methods for accepting purchase commands via natural language.

Awards:

Ars Electronica Golden Nica, Cooper-Hewitt National Design Museum Honors, Stoli Electronic Art

Education:

Saint John's College, Santa Fe, NM (USA) - Triple BA In Math, Philosophy, and Literature
San Francisco Art Institute, San Francisco, CA (USA) - MFA in Painting and Photography
Harvard University, Boston, MA (USA) - Field research in biology and wallabees.
University of Colorado, Colorado Springs, CO (USA) - Courses in philosophy
Bemis Art School, Colorado Springs, CO (USA) - Courses in painting.

Personal Info:

- Certified 100-ton US Coast Guard Captain. Have sailed 5 of the 7 seas.
- Able to de-code attic and Homeric Greek, as well as Latin, Java, C++, and cocktail conversation.
- 5 years as US Forest Service HotShot fire fighter (Pike and Sierra Inter-regional Cat-1 Crews)
- Member, US National Track Cycling Team (USOTC, Colorado Springs).