

HFES Presents:

Mr. Jeremy Spaulding

Founder and Principal at JMS Innovation & Strategy, LLC
Strategy and User-Interface Systems Development Firm



Thursday, April 13th, 2017
1:00 pm Whittemore 654

Mr. Spaulding is the Founder and Principal at JMS Innovation & Strategy, LLC, a strategy and user-centered systems development firm with a focus on emerging business sectors, connected & autonomous vehicles, connected transport technologies, smart infrastructure, and internet of things (IoT). He has held key research, development, leadership, and design roles in several industries as well as academia. He founded and led an innoventure on the development and marketization of a lighting solution combining interactive media-based advertising with smart lighting technologies for the future retail experience. He has had a hand in vehicle design, wireless solutions, advanced gesture and speech-based systems, and intelligent vehicle technologies.

His seminar will be on the pivotal role that human factors plays in nearly any industry. This dialogue is a journey through a few industries – very large, legacy companies to very small, emerging industries. Human factors and user-centered design principles play a role across the entire value chain. The human factors (and systems development) discipline is a part of not only technology development, but business model development and new venture creation as well. This talk will shed some insight on his experiences with the role of human factors and future opportunities from an industry perspective.

Faculty, staff, and students are invited to attend
Refreshments will be provided

