

NOVA

Produced for PBS by the
WGBH Science Unit



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BIOGRAPHIES

NOVA



PAULA S. APSELL

**Senior Executive Producer, NOVA;
Director of the WGBH Science Unit**

As Director of the WGBH Science Unit and Senior Executive Producer of the PBS science series NOVA, now in its 38th season, Paula S. Apse has overseen the production of hundreds of acclaimed science documentaries, including such distinguished miniseries as “The Elegant Universe with Brian Greene”, “Origins,” and “Evolution.” In 2005, Apse introduced a spinoff in NOVA scienceNOW, a critically acclaimed science magazine series hosted by astrophysicist Dr. Neil deGrasse Tyson. Today, NOVA is the most watched primetime science series on American television and has won every major broadcasting award, including the Emmy, the Peabody, and the duPont-Columbia Gold Baton. Apse has been recognized with numerous individual awards, including the New York Hall of Science’s Distinguished Service Award for Public Understanding of Science and the Carl Sagan Award given by the Council of Scientific Society Presidents. She has served on several boards, including the Smithsonian’s National Museum of Natural History and Brandeis University’s Science Advisory Council. She is also a trustee of the International Documentary Association.

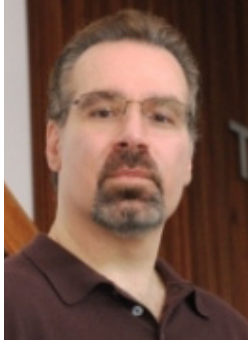


Dr. RODNEY BROOKS

Founder, Chairman and CTO, Heartland Robotics

Rodney Brooks recently retired from his position as Panasonic Professor of Robotics at MIT to be full time at his latest startup, Heartland Robotics, where he is hoping to revitalize American manufacturing by providing workers with new robotic tools. For 10 of his 26 years on the faculty at MIT, he was director of the Artificial Intelligence Laboratory and then the Computer Science and Artificial Intelligence Laboratory, the largest lab at MIT with more than 800 people when he stepped down. Professor Brooks was also co-founder and remains on the board of iRobot which has delivered more than five million robots to American homes and thousands of robots to help US forces battle roadside bombs in Iraq and Afghanistan. Earlier in his career, he was on the faculty at Stanford and had post-doctoral positions at both Carnegie Mellon University and MIT.

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DR. DAVID FERRUCCI

Research Staff Member and leader of Semantic Analysis and Integration Department, IBM's T.J. Watson's Research Center

Dr. David Ferrucci is a Research Staff Member and leader of the Semantic Analysis and Integration Department at IBM's T.J. Watson's Research Center. His team of 25 researchers focuses on developing technologies for discovering knowledge in natural language and leveraging those technologies in a variety of intelligent search, data analytics, and knowledge management solutions.

In 2007, Dr. Ferrucci began exploring the feasibility of designing a computer system that can rival human champions at the game of Jeopardy!. Dubbed DeepQA, the project focused on advancing natural language question answering using massively parallel evidence-based computing. After winning support, Ferrucci has set and driven the technical agenda for the IBM Jeopardy! Challenge.

The Watson computer system designed by Ferrucci's team represents the integration and advancement of many search, natural language processing, and semantic technologies.

Following the Jeopardy! Challenge, Dr. Ferrucci and his team plan to apply DeepQA technologies to areas like medicine, government, and law to drive advances in computer supported intelligence and decision-making.



HARRY FRIEDMAN

Executive Producer, Jeopardy! and Wheel of Fortune

A recognized leader in the television industry, Harry Friedman has been the Executive Producer of America's No.1 quiz show, "Jeopardy!," and America's No.1 game show, "Wheel of Fortune," since 1999.

Friedman has produced more than 5,500 episodes of "Jeopardy!," which is in its 27th season, and "Wheel of Fortune," now in its 28th season. He keeps ahead of the curve with innovative game elements, theme weeks and the latest technology. In September 2006, both shows made television history when they became the first syndicated shows to broadcast in High Definition.

Under Friedman's direction, the hit series "Jeopardy!" has continued to broaden its scope with an expanded list of challenging categories, clues reflecting popular culture and a variety of special tournaments.



DR. LUIS VON AHN

Professor in Computer Science Department, Carnegie Mellon University

Professor Luis von Ahn works in the Computer Science Department at Carnegie Mellon University. His current research interests include encouraging people to do work for free, as well as catching and thwarting cheaters in online environments. He is the recipient of a MacArthur Fellowship (a.k.a. “the Genius Grant”), a Packard Fellowship, a Microsoft New Faculty Fellowship, and a Sloan Research Fellowship. He has been named one of the 50 Best Minds in Science by Discover Magazine, one of the 100 Most Creative People in Business of 2010 by Fast Company Magazine, one of the “Brilliant 10” scientists of 2006 by Popular Science Magazine, one of the 50 most influential people in technology by Silicon.com, and one of the Top Innovators in the Arts and Sciences by Smithsonian Magazine.