

DENISE CARUSO

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Denise Caruso has more than 25 years of experience studying, analyzing and writing about technology and its social and political impacts. In addition to her regular contributions as the technology columnist for the *New York Times* and her work for other high-profile publications such as *Harvard Business Review*, she has written an award-winning book on genetic engineering. She also founded three pioneering technology newsletters that anticipated, then chronicled the revolutionary changes that gave rise first to digital media and eventually spawned the World Wide Web and the subsequent Internet revolution.

Her nonprofit Hybrid Vigor Institute, founded in 2000, focuses on interdisciplinary research, collaboration, and ways to improve critical thinking and decision skills in and across sectors in business, government and academia. Her abilities and accomplishments have been recognized by her many appointments and advisory positions, including the World Economic Forum's Global Agenda Council on Strategic Foresight, a multi-stakeholder group committed to advancing collaborative solutions to global issues, and the Stanford University Library, which is amassing a collection of Caruso's papers from her years as a pioneer in recording and analyzing the global transition to digital technology.

RESEARCH AND RESEARCH-RELATED ACTIVITIES

The Hybrid Vigor Institute: Caruso founded the nonprofit Hybrid Vigor Institute in 2000 to study and practice collaboration and interdisciplinary research as a more effective way to solve complex social and scientific problems. Her most recent focus is on projects that aim to improve upon traditional methods of risk-benefit and decision analysis for technological innovations and unprecedented events. The Institute has received support from the National Science Foundation (NSF); public philanthropies including the Google, Packard, Rockefeller and Surdna foundations; and several private foundations and individuals, including multi-year general operating support from the Whitman Institute.

Woodrow Wilson International Center for Scholars: In 2008, Caruso was asked by the Foresight and Governance Project to prepare a study exploring issues of risk and governance in the nascent field of synthetic biology for its Project on Emerging Nanotechnologies. The resulting paper, *Synthetic Biology: An Overview and Recommendations for Anticipating and Addressing Emerging Risk*, was funded by the Wilson Center and published by the Center for American Progress.

Methodology development: Caruso works closely with the risk expert Baruch Fischhoff, a professor in the Department of Social and Decision Sciences at Carnegie Mellon University, with whom she has served as co-investigator on one of Hybrid Vigor's NSF-funded projects. Together they are developing a methodology for assessing the risks of highly uncertain or unprecedented events and technological innovations, such as influenza pandemics or xenotransplantation, where there is little historical data available to forecast probable outcomes. Articles about or applying the method have been published in the academic journals *Global Public Health*, *Journal of Risk and Uncertainty* and *Risk Analysis*. (Citations available upon request.)

Pandefense 1.0: Along with several schools of public health and corporate sponsors, Hybrid Vigor co-hosted the cross-sector Pandefense 1.0 meeting in November 2005. Convened with the goal of reducing the probability and effects of an influenza pandemic, the meeting was organized and produced by epidemiologist Larry Brilliant, M.D., formerly the president of Google.org, Global Business Network, and Hybrid Vigor.

Online credibility: In March 1999, Caruso was asked by the Pew Charitable Trusts to develop her ideas regarding standards and practices to increase credibility of information on the Internet. The project was developed into Consumer Reports Web Watch, an ongoing project of Consumers Union, with multi-million dollar funding provided by Pew, the Knight Foundation and the Open Society Institute.

Interval Research Corporation: In April 1997, Caruso was invited to accept a year-long position as visiting scholar at Interval Research Corporation in Palo Alto, a think tank and product incubator funded by Paul Allen and directed by computer pioneer David Liddle.

Stanford University: In spring 1997, Caruso was a visiting lecturer at Stanford University's Human-Computer Interaction program, in the university's Computer Science department.

JOURNALISM, ANALYSIS AND RELATED ACTIVITIES

Strategy+Business: In September 2008, Caruso was named a contributing editor for this quarterly Booz & Company magazine for senior business executives and the people who influence them.

New York Times: From January 2007 to January 2008, Caruso wrote the "Re:framing" column, on innovation and creativity, for the Bright Ideas page in the Sunday Business section of the *New York Times*. From 1995 to 2000, she wrote the "Digital Commerce" column for the Monday Information Industries section of the *Times*, and wrote about research in progress for the Arts & Ideas section in 2000 and 2001.

Book author: In December 2006, Caruso published *Intervention: Confronting the Real Risks of Genetic Engineering and Life on a Biotech Planet*. The book won a Silver Medal in the Science category of the 2007 Independent Publisher Book Awards.

Blogs: Caruso is the editor of, and an occasional contributor to, the Hybrid Vigor Institute's blog at hybridvigor.org. In August 2008, Caruso was invited to guest-author the Machinist technology blog at Salon.com, and to contribute to the SciFi Channel's "How You Can Save the World" group blog, with others including Richard Branson, Dean Kamen, Peter Schwartz, Michio Kaku and Esther Dyson.

Harvard Business Review: Caruso was co-editor of the May 2006 "Preparing for a Pandemic," a Special Report in the Forethought section of *Harvard Business Review*. In February 2005, Caruso's perspectives on risk and technological innovation commissioned by *HBR* and were included in the "*HBR* List: Breakthrough Ideas for 2005" issue.

Television: From July 1996 to September 1997, Caruso provided on-air commentary and interviews with industry personalities for *The Site*, an award-winning MSNBC cable television

show and website about the Internet revolution. *The Site* debuted with MSNBC's launch in July 1996, and aired Monday through Saturday reaching 35 million homes.

Ziff-Davis: From 1990 to 1994, Caruso was founding editor of *Digital Media*, the seminal newsletter in the emerging new media industry. *Digital Media* was published by industry pioneer Jonathan Seybold's Seybold Publications, acquired by Ziff-Davis in 1990. She was also a content partner with the team that produced Digital World, the Seybold conference that was the first to bring together executives from the computer, telecommunications and media industries.

Other newsletters, conferences: In early 1990, before starting *Digital Media* for Seybold, Caruso founded and edited *Media Letter*, the first publication to chronicle the digital convergence. She resigned from *Digital Media* to launch Technology & Media Group, an information services company that published the *Technology & Media* newsletter, under the auspices of Friday Holdings L.P. During her "Digital Commerce" tenure, she also was founding producer of Spotlight, a successful executive conference on interactive media presented by the International Data Group.

San Francisco Examiner: From 1986 to 1991, Caruso served as the anchor columnist for the *San Francisco Examiner's* Sunday technology section, first with the industry gossip column "Inside Silicon Valley," and later with the issues-focused "Inside Technology."

Trade publications: In 1984, Caruso began her career as a tech journalist at two venerable trade publications: *InfoWorld*, where she served as a reporter and columnist, and in 1985 at *Electronics*, as West Coast Editor. She later was one of three founding editors of *Macintosh Today*, a bi-weekly IDG publication, editing its Opinions section.

Various freelance contributions: Caruso's technology-related essays and analysis have been commissioned by and published in the *Wall Street Journal*, *Columbia Journalism Review*, *WIRED*, *I.D. Magazine*, *The Utne Reader* and the *San Jose Mercury News*; she has also provided occasional commentary for National Public Radio's "Morning Edition" and "All Things Considered." She has written opinion pieces on biotechnology for *WIRED*, the *San Jose Mercury News* and the international journal *Risk Analysis*.

SELECTED AFFILIATIONS, PAST AND PRESENT

- Affiliated researcher at the Center for Risk Perception and Communication, Carnegie Mellon University.
- Member of the World Economic Forum's Global Agenda Council on Strategic Foresight, one of WEF's network of multi-stakeholder groups that advise WEF, governments and international organizations on collaborative solutions to global issues.
- Member of the Global Business Network, a global consultancy now owned by the Monitor Group that works to enhance competitive and adaptive capacities in organizations through collaboration, scenario development and strategic planning.
- Member of the Board of Directors for the not-for-profit Independent Media Institute, parent organization for Alternet.org.
- Advisor to Public Knowledge, a not-for-profit organization which advocates for a vibrant "information commons."

- Faculty member for London-based SustainAbility.com, the world's leading business consultancy on corporate responsibility and sustainable development.
- Advisor to the Graduate Program in Design at California College of the Arts.
- Member of the advisory board for Echo & Shadow, an intelligent robot company.
- Trustee Emerita of the Molecular Sciences Institute, an independent nonprofit research organization in Berkeley, Calif.
- Former judge for the annual *Economist* Innovation Awards.

SELECTED PUBLIC ENGAGEMENTS

Caruso is frequently invited to participate as a keynote speaker, panelist, participant or moderator at a variety of symposia, seminars and conferences. Recent events include a keynote speech at OD Network's annual conference in 2009, on applying interdisciplinary research methods to organizations; Convergence 08, dedicated to the convergence of nano, bio, information and cognition technologies; the SciFoo camps hosted by Google and *Nature*; the 2007 Science & Media Summit, hosted by the Aspen Science Center; the Open Source Conference 2007, hosted by the Office of the Director of National Intelligence; VALDOR (VALues in Decisions On Risk), hosted by Stockholm Centre for Organizational Research; the Oxford Futures Forum; Supernova 2007; the "Global Threats ... Global Opportunities" conference, hosted by TTI Vanguard; the Fred Friendly Seminar "Nanotechnology: the Power of Small," hosted by John Hockenberry; Commonwealth Club of California; the annual meeting of the American Association for the Advancement of Science (AAAS); the International Biotech Summit; the Global Business Network's 2005 Forum.

During the Internet "boom" years, Caruso presented at the first-ever Harvard Conference on Internet and Society in 1996, the Journalism and Technology conferences at the Nieman Foundation at Harvard University; the Newspaper Association of America's annual meeting; the American Center for Design; the American Institute for Graphic Artists; the American Magazine Conference; the Media & Democracy Congress; the Rand Corporation; and the Society of Professional Journalists. She also participated in various programs sponsored by the American Film Institute, the Freedom Forum at Columbia University, the Stern School of Business and the Interactive Telecommunications Program at New York University, the Center for Communication, and the Information Industries Association.

EDUCATION

In 1981, Caruso received a Bachelor's Degree in English from California Polytechnic State University in San Luis Obispo, CA.