



**THE HEDY LAMARR AWARD
FOR INNOVATION IN
ENTERTAINMENT TECHNOLOGY**

POPPY CRUM

CHIEF TECHNOLOGY OFFICER,
TRIMBLE

FORMER CHIEF SCIENTIST,
DOLBY LABORATORIES



AWARDS PRESENTATION LIVE ONLINE

MONDAY, DECEMBER 6, 2021 | 1:30 PM PACIFIC

THE DIGITAL ENTERTAINMENT GROUP
DEG[®]



TODAY'S PROGRAM

MONDAY, DECEMBER 6, 2021 | 1:30 PM PACIFIC | LIVE ONLINE

WELCOME

AMY JO SMITH
President and CEO, DEG

PRESENTATION OF HEDY LAMARR ACHIEVEMENT AWARDS FOR
**EMERGING LEADERS
IN ENTERTAINMENT TECHNOLOGY**

ANDREA DOWNING
President, PBS Distribution

TO

SHAMBHAVI MISHRA
Carnegie Mellon University

R U N N E R U P

BRIANNA SEABERG
USC

ACHIEVEMENT HONOREE PANEL MODERATED BY SPECIAL GUEST



WILLOW BAY

Dean, USC Annenberg School for Communication and Journalism
& 2019 Hedy Lamarr Innovation Award Recipient

PRESENTATION OF HEDY LAMARR AWARD FOR
INNOVATION IN ENTERTAINMENT TECHNOLOGY

GARY SHAPIRO
President & CEO, Consumer Technology Association

TO

POPPY CRUM
Chief Technology Officer, Trimble
Former Chief Scientist, Dolby Laboratories

2021 RECIPIENTS OF THE HEDY LAMARR AWARD FOR EMERGING LEADERS IN ENTERTAINMENT TECHNOLOGY

ABOUT SHAMBHAVI MISHRA



SHAMBHAVI MISHRA, a member of the BXA Interdisciplinary program at Carnegie Mellon University (CMU) with a double major in Humanities Analytics and Music Composition, has a goal of launching an entertainment production company that will highlight unheard voices in the global entertainment industry. While at CMU she has composed, produced and directed concerts, audio performances, sound-art installations, and stop-motion animated shorts. In June 2021 Mishra premiered a multimedia opera entitled "Angels in the House," a new historical fiction opera focused on women's rights that she composed and co-directed.

ABOUT BRIANNA SEABERG



BRIANNA SEABERG, a dean's list student studying Communications at USC, has served as co-president of the USC REACH social media club and as a member of the Communication Women Leadership Society. She has held internships at ViacomCBS, TikTok, Fullscreen, and HBO Max, where she currently holds a part-time position as a creative production associate.

PAST HEDY LAMARR EMERGING LEADERS AWARD WINNERS

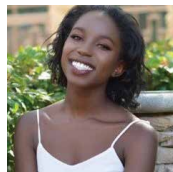
2020



Molly Mielke
UCLA

Mielke is designing creative tooling software at design platform Figma.

2019



Maya Tribbitt
USC

Tribbitt is a research associate producer for HBO's *Last Week Tonight with John Oliver*.

2018



Cassidy Pearsall
Carnegie Mellon University
Pearsall works with ARRI Inc. as an application engineer within its new virtual production solutions team.

2017



Johanna Baumann
University of Michigan
Baumann is a Philadelphia-based sound engineer, songwriter, performer and educator.

ABOUT POPPY CRUM

2021 RECIPIENT OF THE HEDY LAMARR AWARD FOR INNOVATION
IN ENTERTAINMENT TECHNOLOGY



POPPY CRUM, PhD, is a neuroscientist and technologist. She is the former Chief Scientist at Dolby Laboratories and an adjunct professor at Stanford University in the Center for Computer Research in Music and Acoustics and the Program in Symbolic Systems. Crum is on a mission to build technologies that break out of one-size-fits-all solutions. She believes the technology we surround ourselves in everyday, paired with machine learning and artificial intelligence, can uniquely enhance human capability, wellness, storytelling and our interactions with each other and our environments.

Crum is a U.S. vice chair to the International Telecommunication Union (ITU), a member of the Consumer Technology Association's Board of Industry Leaders and Board of Trustees, and a former member of the Defense Science Research Council (DSRC) of DARPA. Prior to joining Dolby Laboratories, Crum was research faculty in the Department of Biomedical Engineering at Johns Hopkins School of Medicine. Crum is a fellow of the Audio Engineering Society. She is a 2018 recipient of the Advanced Imaging Society's Distinguished Leadership Award, a 2017 recipient of the Consumer Technology Association's Technology and Standards Achievement Award for work towards the introduction of over-the-counter hearing-aid devices and has been named to *Billboard's* 100 most influential female executives in the music industry and *TV Technology's* "The Watch List" 2020. Crum is an author connected to more than 37 patents. She is a frequent speaker at events including TED, SXSW, HPA, IEEE, TNW and WIRED, on topics related to the intersection of human experience, AI, sensory data-science and immersive technologies.

In September 2021 Crum became Chief Technology Officer at Trimble, a technology company delivering products and services that connect the physical and digital worlds.

PAST HEDY LAMARR AWARD WINNERS

2020



Sara DeWitt
VP, PBS Kids Digital

2019



Willow Bay
Dean, USC
Annenberg School for
Communication and
Journalism

2018



Nonny de la Peña
CEO, Emblematic Group

2017



Geena Davis
Founder & Chair, Geena
Davis Institute on Gender in
Media

ABOUT **HEDY LAMARR**



OFTEN CALLED “THE MOST BEAUTIFUL WOMAN IN FILM,” LEGENDARY ACTRESS **HEDY LAMARR**

(*Ziegfeld Girl*, *Tortilla Flat*, *Samson and Delilah*) was also a lifelong inventor whose work included pioneering “frequency hopping,” which became the foundation for spread spectrum technology. Conceived by Lamarr and composer George Antheil for radio guidance systems and patented in 1942, this highly secure technology is utilized today for a variety of cellular, Wi-Fi and Bluetooth applications. Inspired by her accomplishments, DEG recognizes pioneering work by the multi-faceted female leaders in our industry today.

DEG thanks **PBS Distribution**, sponsor of the Achievement Award (runner up), and Hedy Lamarr Awards judges **Darcy Antonellis**, **Drew Davidson**, **Andrea Downing**, **Karin Gilford**, **Meri Hassouni**, **Loren Nielsen**, **Robin Tarufelli** and **Ken Williams**.

Thanks to **Sarah Partridge** for the music included in today’s program. “A Double Life” about Hedy Lamarr is an original composition by Partridge. Enjoy the [music video](#).