

PROFESSOR SIMEON SIMOFF –BIO

Simeon Simoff is a Professor of Information Technology and Dean of the School of Computing, Engineering and Mathematics, Western Sydney University. As the Dean of the second largest WSU School, Simeon has experience in leading and mentoring a large multi-disciplinary group of academics in engineering, computing, mathematics, built environment and industrial design through the journey of a rapid and significant growth. Prior to this, he was a Professor of Information Technology at the Faculty of Information Technology, University of Technology, Sydney, where he established exemplar e-Markets research lab (e-markets.org.au) as joint venture with the Institute of Artificial Intelligence Research of the Spanish Research Council, Barcelona, Spain. He is Fellow and Founding Co-director of the Institute of Analytics Professionals of Australia (IAPA), Fellow of the Institute of Engineers Australia and Series Editor of the ACS CRPIT Publication Series “Conferences in Research and Practice in Information Technology”. From 2000 to 2005 he was the associate editor (Australia) of the American Society of Civil Engineering (ASCE) International Journal of Computing in Civil Engineering. In 2015 he joined the editorial board of the International Journal of Interdisciplinary Science Reviews journal, focused on relating contemporary developments in the sciences and technology into their wider social and cultural context. He is also a member of the Australian Institute of Company Directors and ACM SIGKDD. He is founder and chair of the ACM SIGKDD Multimedia Data Mining conference series MDM@KDD, the Australasian Data Mining Conference series AusDM, and the Visual Data Mining international workshop series at ECML/PKDD and ICDM events. He is on the Executive of the Global Engineering Deans Council.

He has published more than 260 research works, including the seminal monograph on virtual design studios and the recent book on visual data mining. He has successfully supervised 23 (21 PhD and 2 Masters, including industry practitioners) students and 5 postdocs, renown for their research leadership and entrepreneurship. His main research contributions are in the areas of artificial intelligence (the ‘curious negotiator’ technology), visual analytics and data mining, human-computer systems, design computing and virtual reality technology. His research has received significant support by several grants from the Australian Research Council. Recently, he was a co-recipient of the ‘Big Data Big Impact’ award and grant from the NSW Cancer Institute.