



**Evan Hirsch**  
**Candidate for Director-at-Large**

At my first SIGGRAPH in 1991, I discovered this community's unmatched breadth of creativity, cutting-edge research and rich intellectual generosity. I have not missed a show since. SIGGRAPH was where I started building the foundation on which my wonderful career now stands. More than just my professional home, SIGGRAPH is where I connect, collaborate and grow deep relationships with friends and mentors ever since.

Since first elected to the EC, I've worked to serve our community as a voice of the animation and interactive communities. Most recently I've contributed my entrepreneurial experience leading the EC's strategy committee's work to revitalize and grow SIGGRAPH. We must remain relevant to those funding our researchers as well as the clients of our beautiful content. Equally we must serve the unmet needs for thousands of individual practitioners whose passion often comes without stability or employer benefits.

Looking ahead, I hope to continue working to develop the next generation of our community with programs for educating and mentoring future generations from a robust and diverse set of backgrounds. It is my sincerest hope I will have the opportunity to continue serving SIGGRAPH as we continue to grow and propel the organization forward into the future.

**BIOGRAPHY**

Evan Hirsch, is Managing Partner of Engine Co. 4, LLC a consortium of senior business, creative and technical executives providing strategic direction to clients in games, healthcare and applied research. He is also cofounder at The PlayNice Institute, a company that designs and develops fun, evidence-based games that help children overcome anxiety and depression disorders. In 2015, Evan founded and launched Health2047, the American Medical Association's innovation lab. Most of his current

practice is focused on using interactive graphics, VR, AR and biofeedback technologies to help healthcare and mental healthcare organizations design more effective and engaging therapeutic strategies.

He's taught workshops on creative strategy and creating commercial products from applied research for DARPA, NASA, the WHO, USC and University of Chicago's Booth School of Business. Recent clients include; The Pokémon Company, The American Heart Association, The Trimbos Institute (Netherlands), The Institute of Electrical and Electronics Engineers, Redbull High Performance group and Ubisoft. Previously, Evan was Creative Director at Microsoft's Live Labs incubation unit and for the launch of Surface. At Electronic Arts' Worldwide Studios, he was Head of Visual Development. He is a visiting scholar at Carnegie Mellon's Entertainment Technology Center, a Lecturer at Radboud University (Netherlands) and a member of the British Academy of Film and Television Arts.

Evan attended his first SIGGRAPH in 1991. In 2008 he proposed and led the creation of the Real Time Live Program for SIGGRAPH which he chaired in 2009 and 2010. After serving on the Business Symposium program committee for 2011 and 2012, he chaired that program in 2013. He was elected to the Executive Committee in 2014 and for the last few years has lead the Strategy Initiative for the EC.