Mashhuda Glencross
Candidate for Director-at-Large

Our organisation serves our community through two outstanding internationally leading conferences; in North America and in Asia. We do this very well, but why did you join ACM SIGGRAPH? Was it because of the discounted conference registration, was it a complementary registration or was it because you started a Chapter?

Our membership is in decline, we should be asking why? Our key decision-making bodies lack international diversity. As a global organisation, our wider community must be engaged in organisation strategy to benefit members. We have several strengths; first that we have a strong and diverse, international scholar/practitioner/artist membership base spanning computer graphics and interactive techniques. Second, is a dedicated community of chapters and international committee volunteers who work year-round at the grass roots level. Third is our Student Volunteers who work tirelessly to facilitate the conferences' attendee experience.

My objective, if elected, is twofold; to lead establishing a strong membership value proposition for our above-mentioned communities and second to establish safe inclusive spaces both within our organisation and at our conferences. I want to develop a strategy that grows the next generation of diverse members to help develop their stories.

BIOGRAPHY

Mashhuda is an R&D consultant at Pismo Software with 20 years of experience in Computer Graphics. She has lectured at the Universities of Leeds, Loughborough and Manchester (UK). She was also a technical graphics product manager at ARM Ltd. Glencross did her PhD in the mid 90s in Physically based Simulation for Virtual Reality at the University of Manchester (UK). In 2006, she established and led the Manchester ACM SIGGRAPH Professional Chapter.

She is a long-time volunteer and has served within the Chapters community since 2006. She has also served on conference committees as a previous Courses Chair (2014) and General Submissions Chair (2016, 2017). She chaired the ACM SIGGRAPH Professional and Student Chapters Committee (2013 – 2016) and served on the Nominations committee (2009-2016). She is also part of a newly established ACM diversity task force and a member of the ACM PACM steering committee.