### **2021 M-Enabling Summit virtual leadership briefing logo in text**

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Gottfried Zimmermann is professor of mobile user interaction at the Stuttgart Media University, Germany. His research and teaching focuses on human-computer interaction, in particular on usability and accessibility aspects. He is head of the Competence Center for digital accessibility at Stuttgart Media University, and leads the Responsive Media Experience Research Group. He has led several national and international research projects on personalized and adaptive user interfaces. Recently, he has been awarded a grant on development and evaluation of innovative technologies for better accessibility in digitally enhanced learning. He is an ACM Senior Member, and author of numerous publications and standards, including ISO/IEC 24752, the Universal Remote Console framework. He has been involved in a number of national and international research projects on digital accessibility, personalization and eLearning.

Zimmermann is a personalisation activist on national and international level, contributing to numerous publication and standardization efforts. He is an expert on the German Standardization Organisation (DIN) working committees on human-computer interaction, accessibility and ergonomic aspects of AAL. Internationally, he is an invited expert on the World Wide Web Consortium's (W3C) Web Accessibility Initiative (WAI) on the Accessible Platform Architecture (APA) working group; an expert on the ISO/IEC JTC1 SC35 subcommittee on user interfaces; and an expert on the ISO/IEC SC36 subcommittee on Information technology for learning, education and training.

Zimmermann received a Ph.D. degree in computer science from the University of Stuttgart, Germany, in 1999. In 2000, he joined the Trace Center of the University of Wisconsin-Madison, USA, where he focused on research and development in the area of Universal Design in current and next-generation information and communication technologies. In 2003, he founded Access Technologies Group, a consulting company for ICT accessibility, and was the technical coordinator of the European i2home project from 2006-2009. From 2009-2011, he was junior professor of Media Informatics at the University of Tübingen, Germany. Since 2011, he is a full professor of mobile user interaction at the Stuttgart Media University.