Andrew Lippman

Associate Director, MIT Media Lab
Senior Research Scientist Co-Director, Digital Life

*A leading expert on viral communication
and digital life.*

Biography

Andrew Lippman is a founding member of the world-famous MIT Media Lab. With many years of work at the Media Lab under his belt, Andy is one of the world's foremost researchers on the evolution and impact of digital technology and media on business, society and everyday life. Celebrated for his expertise in viral communication, he is also on the cutting-edge of transformations in mobility, finance, and invention itself.

Andy's work in viral communication explores how infrastructure-free, personal communications systems will transform society, the communications industry and business in general. He explores how communication is becoming embedded in our daily lives, and how social networks could be reshaped to work as fluidly as natural contact in a village.

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Topics & Books

Artificial Intelligence
Blockchain
Technology

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Other projects include reinventing invention — moving beyond research on products to transform product platforms and architectures; creating mobile sensors that decode the world around us; and exploring through his Ultimate Media Program, how emerging technologies and insights into human behavior can transform the role of visual interactions in people's and company's lives.

Andy's highly animated, engaging presentations translate the latest trends in technology and research into clear, business-ready insights. Combining raw enthusiasm, a tremendous breadth of knowledge, and unmatched practical experience in both science and business, Andy's tours of technological possibilities and their unexplored impact on business, lifestyle and human understanding never fail to make a lasting impact.

One of the key figures in the development of digital media, Andy helped develop the MPEG formats that play both HDTV pictures and MP3 audio. Nicholas Negroponte used to joke that Andy could generate "five patents a day". His early work anticipated StreetView on maps and streaming TV; later, he created the Digital Life program, which under his leadership continues to create socially-driven technologies on behalf of over 30 member companies and spinoffs.

Some of the startups Andy has helped create include Echonest, which drives Spotify's automated DJ system, Ember, which led the sensor revolution, and Beonten, which linked open markets to information systems. He is co-principal investigator of the Television of Tomorrow research program and principal investigator of the Media Bank Program. Andy is a member of the Technical Advisory board of EMC and the Nokia-Siemens Networks Customer Advisory Board as well as a PwC Exchange Fellow.

Credentials

- ☐ Associate Director, MIT Media Lab
- ☐ Director, Digital Life Consortium
- ☐ Director, Viral Communications Program, MIT Media Lab
- ☐ Co-director, Communications Futures Program
- ☐ Principal investigator, Media Bank Program
- ☐ Co-principal investigator, Television of Tomorrow program
- ☐ Eleven patents; developed MPEG/MP3 audio standards and HDTV video standards
- ☐ Diamond Technology Fellow
- ☐ Founder, Presto Technology
- ☐ Board member, WaveExpress