

## **Dr. Robert Polding**



Dr. Polding is the Vice Dean of Computing and Data Science at IE University. He holds a Ph.D. and MSc in Information Systems from The University of Sheffield and specializes in user experience design and development methodologies for creating applications and online marketing strategies. Recent research interests focus on human-centered software and application design, natural language processing, measuring customer centricity, and project management techniques. Previous research interests include e-commerce, web applications, mobile apps, RFID, and big data technologies.

Past employment includes working as a CTO and company founder of Linotek, a company that created location-aware digital tour guides for museums. He has also worked as a project manager, senior developer, network design manager, and in educational administration as a deputy headteacher at a Madrid school. Companies worked at include British Telecom, Indra, Greenpeace, and as a contractor for the Spanish Army.

Dr Polding has worked as a lecturer in software design and development, digital anthropology, database design, information systems modeling, project management, data science, and big data analysis.