



Dr. Robert S. Bauer

Vice President/Chief Technology Officer
Xerox Global Services

Robert Bauer is a technology futurist and pragmatic innovator who has spent much of his career turning theoretical ideas into marketable offerings. As vice president/chief technology officer of Xerox Global Services, Bauer helps companies improve productivity, mitigate risks, enhance decision making and reinvent the way they communicate and collaborate. Using more than 30 years of research, technology and management expertise, he helps clients navigate and integrate the worlds of data and documents to transform business-process drudgery into straight-through transactions with user-centered decision support.

Bauer joined Xerox's Palo Alto Research Center (PARC) in its inaugural year of 1970 and spent more than a dozen years doing research for which he was chosen a Fellow of the American Physical Society. During that time, he wrote more than 100 technical papers and edited 10 books. In 1987 Bauer was named manager of PARC's Systems Science Lab, which conducted research in intelligent information access, user interfaces, software engineering, support for collaborative work and knowledge sharing.

In 1995 Bauer became responsible for managing Xerox's Corporate Research and Technology investment in systems research and development, to define coherent, enterprise-wide technology platforms and achieve strategic synergies among the research and business communities. This led to the creation of PARC's Advanced Systems Development Laboratory in which Bauer's teams delivered socio-technical innovations that leveraged deep understanding of how people work and how they could better manage increasing amounts of information in the workplace. Through this sustained research and development focus on imaging components, work-practice methods, Internet services, systems integration and extensible solution replication, Bauer has incubated and spun-in and -out numerous successful businesses that leverage innovative technologies to help clients do great work.

Bauer holds a master of science degree and a doctorate from Stanford University, following receipt of a bachelor of science degree in electrical engineering from Rensselaer Polytechnic Institute. He has served on advisory groups for the National Academy of Sciences, the National Science Foundation and the Departments of Commerce, Defense and Homeland Security, as well as UNESCO. Bauer is a frequent keynote speaker and innovation evangelist at technology and business conferences, most recently on the subject of "Strategic Information Technology for the Adaptive Enterprise."

Xerox Global Services will help you take a new look at the challenges you face today. No other company has more experience making your business processes more cost-efficient and secure—from managing your assets in the office—to records management—to services for large-scale print production. And only Xerox Global Services uses Smarter Document ManagementSM technology and processes to deliver the results that you can see and measure.

Xerox Corporation
3333 Coyote Hill Road
Palo Alto, CA 94304
e-mail: Bob.Bauer@parc.com

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