Natasa Milic-Frayling

Natasa Milic-Frayling is Professor and Chair in Data Science at the School of Computer Science, University of Nottingham. She has a long track record in computer science research and innovation. She specializes in inter-disciplinary research focussing on design, prototyping, and evaluation of information and communication systems.

Until October 2015, Natasa has worked as a Principal Researcher at Microsoft Research (MSR) in Cambridge, UK. After 17 years of leading Integrated System team, she has expaneded her remit by pursuing academic work and engaging with the broader business ecosystem.

Natasa is a Visiting Professor at the Queen Mary University of London and the University College London and a Distinguished Visiting Scholar with MediaX at Stanford University. Recently she has been elected a member of the ACM Europe Council and joined the ACM Women Europe Executive Committee. She is on the Advisory Board for the Course in Entrepreneurship at the University of Cambridge and the Turing Gateway in Mathematics at the Isaac Newton Institute for Mathematical Sciences. She actively collaborates with researchers across disciplines and is involved in several EPSRC projects, including FAST, e-ARK, and the Science of Meaningful Consent.

Natasa is passionate about innovation in personal and social computing and promotes a dialogue between the ICT industry, consumers, and policy makers on the issues that arise from the adoption of digital technologies. Her current focus is on digital obsolescence and privacy respecting systems and applications. Following her invovlement in EU projects concerned with long term access to digital content (PLANETS and SCAPE EU projects), she is actively involved with the UNESCO PERSIST initative, working on the technical and economic solutions to sustain digital computiation and preserve digital heritage.