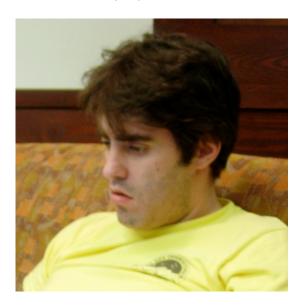# Brief Bio and (PR)[2]: Problems & Pitches – Rants & Raves by *Gregor J. Rothfuss*

Gregor works as a tech lead on the next generation of mapping technologies at Google.

Gregor also serves as VP, Apache Lenya at the Apache Software Foundation and is a co-founder of the Open Source Content Management Organization (OSCOM).

    http://greg.abstrakt.ch
•   http://maps.google.com

General Questions

1) What is (are) your main interest(s) in attending the workshop?

    To get to know some key players in science visualization, and to find out if there is anything concrete Google can do today to help this group out. I am not interested in 5 year plans or vision statements.

2) What information/knowledge management expertise do you have?

    I ran away from "Knowledge Management" after a 5 year stint at KPMG during my college years, where I watched numerous KM project being run into the ground. I think the term should be retired.

For the last year I have been running experiments on the 100M users of Google Maps to study user behavior when confronted with new UI elements. This has helped us to tune our UI based on what people do, not on what they say they do.

3) What is the most insightful visualization of static or dynamic phenomena you know?

    http://reality.media.mit.edu/dyads.php

4) What would you like to learn / achieve at the workshop?

    Understand what Google Maps / Google Maps API needs to implement to meet the requirements of this group.