

AGNIS STIBE

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COVER LETTER

At the MIT Media Lab, I advance research on Persuasive Cities for Sustainable Wellbeing, located at the intersection of social psychology and information technologies in an urban setting, primarily focusing on emerging technologies for wellbeing and sustainability. I work on persuasive wellbeing, health behavior change at scale, socially influencing systems, sustainable mobility modes, advancing public space and sphere, civic engagement, and engineering of future technology-supported environments.

My personal belief is that wellbeing is the ultimate goal for every individual, family, community, society, and the mankind altogether. Scientifically speaking, wellbeing is the dependent variable in a structural model for our evolution. Consequently, all other aspects are contributors to achieve that at its highest potential. Constructs such as sustainability, emerging technologies, safety, democracy, and so on are then independent variables explaining their variances in wellbeing. Certainly, all these important aspects are intertwined and influencing each other all the time, however I would like to think that there is a direction of how the key aspects drive an overall dynamic of our evolution.

My research vision is built upon a blend of scientific knowledge and practical experience that has formed an rigor and well-grounded belief in me that properly designed urban ecosystems have capacity of empowering societies to achieve not only their particular goals but their overall wellbeing altogether in a perpetual manner, just like *perpetuum mobile*.

In my career, I have always strived for doing impactful and meaningful things, thus making our world a better place: starting small with myself, then my closest surroundings, places and people, and then scaling it up more globally. I enjoy seeing a change happening, a change for good, for a benefit of society, a change that has potential for spreading out and self-sufficient natural growth. That kind of work excites me and gears my capacities at their maximum.

I believe that a combination of the right attitude, clear vision, and cooperative culture, can produce anything we need. My academic background in social psychology, computer science, business administration, in combination with my long-term business experience in customer relationship management, marketing, sales leadership, and information technology areas, have trained me very

well to comprehend components of a big picture, while flexibly maneuver through each and everyone of them in necessary level of detail.

I have had successful international business collaborations across Europe, including Scandinavia, Baltics, Germany, Greece, and UK, as well as academic cooperation globally, involving Finland, Germany, Austria, Latvia, USA, Australia, Canada, Norway, Russia, Check Republic, and UK. Likewise, I will keep continuous strong connection and collaboration potential with the MIT Media Lab once I have moved ahead from here.

I have worked with and in multinational teams both in academia and industry. I have led consortia comprising organizations from multiple countries and coordinated multimillion projects in industry. In academia, I have collaboratively written publications, developed conference workshops, served as program committee member, chairman, and reviewer for various scientific forums. I have always looked for possibilities to apply scientific knowledge to benefit industry organization, and simultaneously eagerly searching for how such applications can contribute back to academic body of knowledge.

Look forward to hear your thoughts!

Sincerely – Dr. Agnis Stibe

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