Steve Simske

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Steve Simske is Director and Chief Technologist for the Content Solutions portfolio in HP Labs, where he oversees the development of document ecosystem and security solutions, brand protection, education, print production, and other printing and personalized systems research.

Among Simske's current areas of interest are supply chain analytics, dynamic biometrics, and secure document lifecycles – interests that developed from his role as the creator of HP's Security Printing and Imaging research program. This program uses image analysis, security, analytics, and forensics to prevent counterfeiting, protect branded products, and provide investigative support for anti-fraud efforts. Earlier at HP Labs, Simske worked on medical signal processing for portable medicine, including novel means of reducing biological noise in electrocardiograms (ECGs).

Simske spent his first five years at HP in the Imaging and Printing Group, where he worked on image processing, image analysis, and document-understanding technologies that were later incorporated into HP Labs projects for automatic book digitization, document understanding, speech recognition, and other classification and analytics programs. Developing these technologies helped hone the toolset for architecting massive intelligent systems—now known as meta-algorithmics—and led Simske to write the book, "Meta-Algorithmics" (Wiley & Sons) in 2013.

The author of roughly 80 US Patents and more than 300 peer-reviewed publications, Simske is a member of the World Economic Forum Global Agenda Council on Illicit Trade and Organized Crime, a participant in several GS1 standards committees, and an IS&T Fellow. He has designed and developed animal life support hardware, performed experiments on a dozen US Space Shuttle missions, written the first optimal reconstruction system for impedance tomography, and co-invented "lifetime" orthopedic implants.

Prior to HP, Simske Steve was a faculty member at the University of Colorado, Regis University, Colorado School of Mines, and Colorado State University. He holds a BS in biomedical engineering from Marquette University, an MS in biomedical engineering from

Rensselaer Polytechnic University, and a PhD in electrical engineering from the University of Colorado where he was also a postdoctoral fellow in aerospace engineering.