



Currently in the Cognitive Algorithms group in IBM Research, Sam Adams was elected to the IBM Academy of Technology in 1995, and in 1996 appointed as one of IBM's first Distinguished Engineers. After helping to found the first Object Technology Practice in the IBM Consulting Group, he led a study on Self Configuring Systems that foreshadowed IBM's Autonomic Computing initiative. Sam co-authored IBM's XML Technical Strategy, focusing on machine-to-machine communication which became the core of IBM's Web Services strategy, coining the term "Service Oriented Architecture" and defining the Publish-Find-Bind triangle model for SOA in 1998.

In 2000, Mr. Adams led the Joshua Blue project, resulting in a number of breakthroughs in the field of Artificial General Intelligence, including the Superstition and Forgetfulness model for autonomous learning. Later, Sam developed the first internet mash-up technologies at IBM and led IBM's Research's Enterprise 2.0 Initiative. In 2013 he served as CTO for Contextual Computing in IBM Research, leading the exploration of peta-scale graph-based analytics and programming systems across IBM Research's global labs. Over the last 5 years he has helped drive a number of Global Technology Outlook topics in IBM Research, each of which has had a profound impact on IBM's strategic direction.

Today, Sam is developing cognitive computing systems capable of self-bootstrapping their knowledge of the world, continuously learning, and exploiting artificial creativity and imagination to develop novel approaches to complex situations.