

# ARIEL CONN

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**Objective:** Ensuring a better world for all.

## EMPLOYMENT HISTORY

Mag10 Consulting, *Founder & President*, (2016 – 2024):

- Expert Consultant for the DARPA project, [Autonomy Standards and Ideals with Military Operational Values](#).
- [Expert Advisory Member](#) for the Global Commission on Responsible AI in the Military Domain.
- Led the [IEEE Research Group on Issues of Autonomy and AI in Defense Systems](#):
  - Led an international group of world-renowned experts to identify and assess issues surrounding autonomous weapons systems (AWS).
  - Led the development of [A Framework for Human Decision Making through the Lifecycle of Autonomous and Intelligent Systems in Defense Applications](#), which considers the full scope of ethical and technical challenges of AWS across the entire lifecycle of the weapons system.
  - Wrote and published the [Ethical and technical challenges in the development, use, and governance of autonomous weapons systems](#) (a precursor to the Framework above), along with an explainer series in [IEEE Spectrum](#).
  - Organized virtual and in-person events.
  - Invited speaker to events around the world, virtually and in-person, including at the United Nations and the European Parliament.
- Help organizations with project management, research, and communications related to science and technology, with particular focus on AI ethics, autonomous weapons systems, climate change, and catastrophic risks.
- Clients have included the Association for the Advancement of Artificial Intelligence (AAAI), the Institute of Electrical and Electronics Engineers (IEEE), the Future of Life Institute (FLI), the Alliance to Feed the Earth in Disasters (ALLFED), Massachusetts Institute of Technology, and more.

[Global Shield](#), *Cofounder* (2023):

- Assisted in the development of an international organization to advocate with governments to develop all-hazards policy solutions that will address global catastrophic risks.

[Future of Life Institute](#), *Director* (Communications, Media, Outreach) & *Policy Specialist* (Artificial Intelligence, Disarmament and Nonproliferation), (2015-2019):

- Managed and oversaw all online communication, media and outreach, including website maintenance, content creation, press releases, social media, newsletters, annual reports, and more.
- Outreach and Partnerships:
  - Established partnerships with dozens of organizations around the world.
  - Led efforts behind joint projects, such as the [nuclearweapons.info](#) website, which features the most prominent organizations involved in nuclear disarmament.
- Content creator:
  - Hosted and produced podcasts and videos. Including the FLI Podcast (2016-2019), Not Cool: A Climate Podcast (2019), the viral [Slaughterbots](#) video, and two videos that played for delegates at the United Nations.
  - Published in the Guardian, the Huffington Post, the Bulletin of Atomic Scientists, Metro UK, the IEEE, and others.

- Managed and edited a series of articles covering AI Safety and the Asilomar AI Principles.
- Managed and edited content and articles for public and political awareness around artificial intelligence, nuclear weapons, and lethal autonomous weapons.
- Wrote and edited hundreds of articles covering AI, biotechnology, climate change, and nuclear weapons.
- **Impact**
  - The FLI podcasts ranked among the top 10% of all Apple podcasts while I was host.
  - Increased online traffic by 230%, reaching tens to hundreds of thousands of people each month.
  - Developed highly effective search engine optimization for such popular phrases as “artificial intelligence,” “AI policy,” “biotechnology,” and more.
  - Slaughterbots reached approximately 70 million across various platforms.
- **Project Manager:**
  - Managed multiple contractors, FLI associates and volunteers. Partnered with dozens of organizations from small nonprofits to United Nations organizations.
  - Organized and presented the 2019 [\\$50,000 Future of Life Award](#).
  - Co-organized numerous events with prominent participants, including:
    - AI conferences for the world’s top AI researchers and industry leaders,
    - A meeting of African UN delegates about nuclear weapons and lethal autonomous weapons,
    - MIT nuclear weapons conferences, and more.
- **Strategic Policy Development:**
  - Organized multiple scientist and tech-industry open letters.
  - Assisted in the creation of the Asilomar AI Principles.
  - Member of the FLI AI Policy team.
  - Assisted the International Campaign to Abolish Nuclear Weapons (2017 Nobel Peace Laureates) with the successful treaty banning nuclear weapons.
- Invited keynote speaker and panelist at global events on artificial intelligence, lethal autonomous weapons, nuclear weapons, and climate change, including:
  - A side event at the World Economic Forum in Davos,
  - A side event at the Convention on Conventional Weapons meeting at the UN in Geneva,
  - The Global Editors Network in Portugal,
  - The Observer Research Foundation in India, and
  - The Doha Debates in Qatar.

*Virginia Tech, Researcher (Assistant, Faculty), (2011-2013, 2013-2015):*

- Studied data from the EarthScope Transportable Array to determine the prevalence of induced seismicity as a result of underground injection wells associated with hydrofracking.
- Collected and cataloged data from states that experienced increased seismicity near wastewater disposal wells associated with hydrofracking.
- Used data from the EarthScope Transportable Array to study earthquake wave propagation and attenuation, from the Gulf of Mexico to the northern Great Plains.
- Built new website for the Virginia Tech Seismological Observatory.

*Science and Marketing Communications: (2005 - 2015)*

- Idaho National Laboratory (2014 – 2015): Science writer - highlighted various achievements and success researchers have had at INL. Work included long copy, short copy, web content, video scripts, annual reports, brochures, etc.
- NanoSafe, Inc (2013 – 2014): Social media and marketing for nanotechnology start-up.
- Astrology.com (2010 – 2013): Marketing Writer
- *Idaho State Journal* (2009): Science Journalist
- ROIworks.com (2007 - 2010): Creative Services Manager

- Creative writing and editing for websites, online magazines, screenplays and novels
- Promotional and marketing writing, including email promotions and Google ads

*Physics Research Assistant and Intern: (June 2008 – August 2010)*

- REU Intern and Research Assistant: Accelerator Lab (Idaho State University, Pocatello, ID): Participated in photofission experiment to analyze gamma and neutron dispersion in nuclear materials.
- Department of Environmental Quality: INL Oversight Program Intern (Idaho State University, Pocatello, ID): Monitored air and water samples from Idaho National Lab for radiation.
- NASA Langley DEVELOP Program Intern (spring 2009): Used NASA wind data to compare offshore wind farms on the US West Coast versus the East and Gulf Coasts to understand how locations are chosen.

Astrology.com, affiliate of iVillage, Inc (IVIL), *Managing Editor*, San Francisco, CA (2004 - 2005):

Managed all editorial content on Astrology.com, as well as 18 full-time, freelance and international writers, editors and translators. Maintained the flow of content to all affiliate sites. As key member of the Sales and Marketing team, helped increase the audience size to 40 million people per month.

Goodby, Silverstein & Partners, Jr. *Copywriter*, San Francisco, CA (2002 - 2004):

Worked with team to create ads for print, radio and television. Worked on accounts such as California Milk Board, Saturn, Budweiser, San Francisco Ballet and Girls Inc. Created, produced and directed TV spot for got milk? (aired during 2003 Women's World Cup). Created, produced and directed radio spots for San Francisco Ballet. Wrote one of six final Budweiser SuperBowl scripts.

## EDUCATION

Virginia Tech, Blacksburg, VA (2010 – 2013): *Masters of Science in Geophysics*

Idaho State University, Pocatello, ID (2007 - 2010): *Bachelor of Science in Physics*

University of Oregon, Eugene, OR (1999 - 2001): *Bachelor of Arts in English Literature*

## CURRENT & PREVIOUS AFFILIATIONS

One of [2023's 100 Brilliant Women in AI Ethics](#).

Board member of the Clover Creek HOA, Longmont.

[Member](#) of the N Square Cohort 1 to develop creative ideas for nuclear weapons messaging.

Former Chair of the Board for Sapiens Plurum, a utopian science fiction short story contest.

Former Keynote Committee Member for CU Boulder Conference on World Affairs.

Advisor for the Tech2025 Continuous Learning program.

Former communications committee member for GP-Write.

Former member of the CNAS AI Task Force.