

## Mr. Joel Alexander Mills



Mr. Joel Alexander Mills  
Chief Executive Officer  
Augment City AS  
Norway

### • Forum Session

Session title: Frontier technologies for climate change  
Room: Room 2 - Cube  
Time: Wednesday, September 11, 2019, 11:00 AM - 12:15 PM  
Role: Panellist

### Biography

A champion for simulation and complex data visualization with a background as an Industrial Designer, born and educated in the UK and moved to Ålesund, Norway 12 years ago. Passionate about using elegant technology and human centred design to reduce cost, find better solutions, increase safety and improve quality of life. After running successful businesses, 6 years ago he was asked to take over as the CEO of Offshore Simulator Centre (OSC), He transformed this business using simulation technology for the offshore oil industry as a key tool for Virtual prototyping and has been focusing heavily on proving the value in simulation, and driving the exponential growth of simulation with OSC at the forefront. Only 6 Months ago as well as running OSC he started a daughter company "AugmentCity" using the simulation and visualizing technology developed for the offshore industry and in tight cooperation of the United Nations smart cities program as a game changing tool for Smart cities. He is excited to see where this new journey will take us.