

**Short Bio FH-Prof. Dr. Barbara Neuhofer
2021**

100 words

Dr. Barbara Neuhofer is a Professor of Experience Design and Head of Experience Design at the Department of Innovation and Management in Tourism at the Salzburg University of Applied Sciences, Austria. Barbara's research focuses on the intersection of human experiences, experience design and transformation across the physical and digital domains. Barbara is the co-founder of the award-winning Experience Design Summit Year Zero. She has given a TEDx talk on 'The Global State of Awe', is executive committee member of the Experience Research Society and a founding circle member of the World Experience Organisation. Barbara has received 15 international research prizes.

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