



To the
Secretary General and President of the
International Cartographic Association ICA

Gunten, 10th March 2023

Nomination of Dr Tumasch Reichenbacher, as Co-Chair of the ICA Commission Cognitive Issues in Geographic Information Visualization (CogVis) for the period of 2023–2027

Dear Thomas, dear Tim,

It is my great pleasure as President of the Swiss Society of Cartography to propose to the next ICA General Assembly in Cape Town, according with articles 8, 10 and 24 of the ICA Statutes, the nomination of Dr Tumasch Reichenbacher, Zurich, as co-chair for the ICA Commission Cognitive Issues in Geographic Information Visualization (CogVis) for the next quadrennial term, starting in 2023, together with co-chairs Pyri Kettunen (FIN), Prof. Petr Kubíček (CZ) and Prof. Hua Liao (CN).

Dr Tumasch Reichenbacher, (Group Leader of the Geographic Information Visualization and Analysis section of the University of Zurich's department of Geography) has been actively engaged in the Commission already as well as in the community for more a number of years. Together with the proposed co-chairs Pyri Kettunen (Finland), Prof. Petr Kubíček (Czech Republic) and Prof. Hua Liao (China) he will guarantee not only for the continuation of the excellent work of this important ICA Commission, but also foster new activities, some of which you can find in the attached proposed Terms of Reference.

The presented nomination has the full support and endorsement of the President and the Executive Committee of the Swiss Society of Cartography. We are proud to make this proposal, and we are also certain, that Dr Tumasch Reichenbacher is an excellent candidate for this position.

Please find attached, besides a declaration of his willingness to serve in this position, the proposed Terms of Reference for the Commission, and a short CV of Tumasch, which provides you with more details on the candidacy.

If you or the Executive Committee have any questions on this nomination, please do not hesitate to contact either Tumasch or myself.

Yours sincerely

Mark Wigley
President SGK

Attachments:

Note of willingness to serve and motivation

Curriculum Vitae Dr Tumasch Reichenbacher

Terms of Reference for the Commission on Cognitive Issues in Geographic Information Visualization (CogVis) 2023-2027

Tumasch Reichenbacher, MSc Geography, PhD



	Personal information
Date and place of birth	April 9, 1969, Scuol (Switzerland)
Nationality	Swiss & German
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EDUCATION	Studies
01/2001 – 02/2004	PhD, Technical University Munich Thesis: «Mobile cartography and adaptive geographic information visualisation» (summa cum laude)
09/1992 – 07/1993	University of Sheffield , U.K. (ERASMUS programme)
10/1989 – 06/1995	University of Zürich <ul style="list-style-type: none">▶ MSc in Geography (major in GIScience)
	ETH Zürich <ul style="list-style-type: none">▶ Cartography and Geology (minors)
02/1989 – 06/1989	Military service Basic military service, Monte Ceneri, Switzerland
04/1982 – 09/1988	Grammar school Kantonsschule Zürich Oerlikon, Zurich, Switzerland
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PROFESSIONAL EXPERIENCE	Positions
03/2019 – now	Senior Lecturer, Group Leader – University of Zürich <ul style="list-style-type: none">▶ research, teaching▶ research lab manager
06/2017 – 02/2019	Key Account Manager – Esri Schweiz AG, Zürich <ul style="list-style-type: none">▶ customer success management for major Esri clients, e.g. Swisstopo, BAFU, BFS▶ trainer for Esri ArcGIS platform and ArcGIS Pro / ArcGIS Online
06/2015 – 05/2017	Various Project management mandates GIS Specialist – BERNMOBIL, Public Transport Authority, Bern, Switzerland <ul style="list-style-type: none">▶ feasibility study for GIS implementation, requirement analysis, data flow analysis; developing a geodata strategy▶ quality analysis of real-time prognoses of the Intermodal Transport Control System, data analysis and statistical analysis Consulting GIS / Data Science / Geovisualisation <ul style="list-style-type: none">▶ interactive client map for company Apricore AG, Greifensee, Switzerland
03/2014 – 05/2015	Lecturer and Project manager – University of Zürich Department of Geography, Geographic Information Visualization and Analysis <ul style="list-style-type: none">▶ empirical studies of geovisualisation on small screens with mobile eyetracking▶ teaching postgraduate courses, supervising MSc theses
09/2011 – 02/2014	Freelance scientific reviewing & research project management Parental leave <ul style="list-style-type: none">▶ managing research projects for University of Zurich▶ trainer for interactive whiteboards at schools in Munich, Germany
04/2007 – 08/2011	Lecturer – University of Zürich

	Department of Geography, Geographic Information Visualization and Analysis
	<ul style="list-style-type: none"> ▶ research in the field of mobile geographic information visualisation services, modelling the relevance of geographic information, spatial analysis und geographic information visualisation ▶ managing teaching and teaching activities in GIS, geographic information visualisation, statistics, empirical evaluations and usability ▶ supervising Master and Doctoral theses ▶ leading project «GeoRel» (funded by Swiss National Science Foundation) ▶ peer-reviewing for scientific journals, conference committees, and research councils
09/2004 – 12/2004	Visiting scholar, Finnish Geodetic Institute, Masala/Helsinki
05/1999 – 03/2007	<p>Research assistant – Technical University Munich Geodesy and Geoinformation, Chair of Cartography</p> <ul style="list-style-type: none"> ▶ research in the field of mobile cartography, spatial analysis, and GIS ▶ publishing and presentations at national and international conferences ▶ managing teaching and teaching activities in thematic cartography, webmapping, spatial analysis, GIS, and geomarketing ▶ supervising MSc theses; organising field trips, exhibitions
08/1996 – 04/1999	<p>GIS Product Manager – Orell Füssli Kartographie AG, Zürich</p> <ul style="list-style-type: none"> ▶ GIS-based production and updating (Intergraph MGE) of maps according to client specifications, converting data and pre-press processes ▶ administration of GIS (Intergraph MGE & Arc/Info) & Oracle Geodatabase ▶ developing & implementing digital workflows, augmenting efficiency & quality ▶ various map projects (e.g., data modelling for pilot project Geological Atlas of Switzerland 1:25K; Language Atlases, Land Use Planning Maps)
07/1995 – 12/1996	<p>Research assistant – ETH Zürich Institute of Cartography and Geoinformation</p> <ul style="list-style-type: none"> ▶ developing digital production workflows for GIS-based maps for the «Atlas of Switzerland» ▶ teaching «Computer-supported Cartography» and CAS «Spatial Information Systems» ▶ supervising students in the course «Digital Cartography»
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PUBLICATIONS	see publication list: https://www.geo.uzh.ch/~tumasch/publications.html
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RESEARCH GRANTS	Received grants (2009 – 2012) for two research projects funded by the Swiss National Science Foundation
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PRESENTATIONS	<p>More than 30 presentations at National and International Conferences & Workshops 20</p> <p>Scientific Colloquia 12</p> <p>Presentations for the public 10</p>
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TEACHING	<p>Since 1991 as tutor, teaching assistant, lecturer in courses on cartography, GIS, statistics, geovisualisation at University of Zurich, ETH Zurich, TU Munich</p> <p>Lectureships at University of Armed Forces, Munich, Germany and Carinthia University of Applied Sciences Villach, Austria</p> <p>23 supervised MSc theses at TU Munich and University of Zurich</p> <p>6 (co)supervised PhD theses at University of Zurich</p>

REVIEWING

Programme committees (e.g., AGILE, GIScience, ICC, IV, LBS, ...)

Peer reviewing (e.g., CARTOGRAPHICA, CEUS, GEOINFORMATICA, Int. J. of Digital Earth, International Journal of Documentation, IJGIS, JASIST, Journal of LBS, Kartographische Nachrichten, The Cartographic Journal, TGIS)

PROFESSIONAL AFFILIATIONS

- ▶ Geographie Alumni UZH
- ▶ Swiss Society of Cartographic
- ▶ International Cartographic Association Commission on User Experience, Commission on Location Based Services, Commission on Cognitive Issues in Geographic Information Visualization

PROFESSIONAL QUALIFICATIONS

Languages

- ▶ German (mother tongue)
- ▶ English (proficient, C2)
- ▶ French (fluent, B1)
- ▶ Italian (basic knowledge, A2)

Zürich, March 5, 2023; *Tumasch Reichenbacher*



LinkedIn: <https://www.linkedin.com/in/tumasch-reichenbacher/>
Research Gate: https://www.researchgate.net/profile/Tumasch_Reichenbacher
Academia: <https://uzh.academia.edu/TumaschReichenbacher>
ORCID: <https://orcid.org/0000-0002-7833-185X>
Google Scholar: <https://scholar.google.ch/citations?user=R4-W12kAAAAJ&hl=de>
Scopus: <https://www.scopus.com/authid/detail.uri?authorId=15766232300>

March 5, 2023

To the
Secretary General and President of the
International Cartographic Association ICA

Dear Dr Schulz and Mr. Trainor:

In conformance with the by-laws of the ICA, I formally acknowledge my willingness to serve as co-chair of the ICA Commission on Cognitive Issues in Geographic Information Visualization (CogVis) if elected by the General Assembly in August 2023.

Yours sincerely



Dr Tumasch Reichenbacher

Tumasch Reichenbacher, PhD | Senior Lecturer
Group Leader Mobility-aware geoservices

Geographic Information Visualization & Analysis (GIVA)

Department of Geography
University of Zurich
Winterthurerstr. 190
CH - 8057 Zurich

phone: +41 78 9661416
tumasch.reichenbacher@uzh.ch

www.geo.uzh.ch/giva

Cognitive Issues in
Geographic Information Visualization (CogVis)
Proposed Terms of Reference:
2023–2027

Pyry Kettunen, Petr Kubicek, Tumasch Reichenbacher, Hua Liao

February 2023

The overall goals of CogVis from 2023–2027 will be to:

- Foster the awareness of cognitive issues in cartography, developing human-centered cartographic theory and practice based on sound empirical findings on the use of cartographic displays for spatio-temporal inference and decision-making.
- Develop events and activities that explore key issues relevant to building innovative maps that work, including those in 3D and immersive environments and those that support human/machine cognition and collaboration (including artificial intelligence).
- Continue engagement with standards organisations (e.g., Open Geospatial Consortium - OGC) to use knowledge from our Commission to positively influence and contribute to standards related to maps and decision making.
- Encourage interdisciplinary and international collaboration with cognate disciplines and relevant stakeholders, including those internal to the ICA (e.g., other Commissions and Working Groups) and external to the ICA (e.g., International Association of Chinese Professionals of Geographic Information Science - CPGIS, ISPRS Working Groups, AGILE).
- Actively seek to encourage more participation in the Commission from researchers in the African, South American, and Asia-Pacific regions, which are currently underrepresented among our membership. We also seek, insofar as possible, to also open participation through electronic means, in workshops by using technologies such as Zoom to livecast and record events to improve access for those who cannot physically travel.