



# Center for Spatial Business

## About the Speaker



**Jim Herries,**  
**Geographer and Cartography**  
**Product Engineer, Esri**

Jim Herries is a geographer. He works as a principal product engineer for Esri here in Redlands, CA. Jim uses GIS to create maps, map layers, apps and story maps for the ArcGIS Living Atlas of the World, and uses those experiences to help define future capabilities for ArcGIS Online.

He has a longtime interest in modeling interactions and access among people and things around them, e.g. access to healthy food, parks, daycare, and transportation. He constantly looks for ways to create clear, focused maps and information products that incorporate meaningful spatial analysis as well as evocative visualizations.

Jim serves as a map curator for the Living Atlas of the World, the Urban Observatory, and Esri's Policy Maps collection.

As a principal product engineer, Jim leads a policy mapping team that uses the software every day to deliver useful maps and layers to Esri customers. The team members contribute to the research and development work in web map cartography, web map functionality, and applications by sharing their observations with software developers, product managers, and leadership.

## 2019-20 Speaker Series

### **The Gaps in Your (Team's) Spatial Thinking**

**Tuesday, November 5, 2019**  
**5:30 p.m. – 7:30 p.m.**

\*\*Doors open at 5:30 p.m. for dinner followed by Presentation at 6:15 p.m.

#### **University of Redlands Main Campus** **Casa Loma Room**

We think spatially because it delivers a valuable perspective to our work and lives. Easy to use technology and accessible data ought to make this a golden age for spatial thinkers. Yet it sometimes feels like an uphill battle to bring the spatial perspective to a broader audience. Why is that?

Every useful map serves a distinct purpose. In this presentation, Jim shares a simple methodology his team uses to help others identify and stick to a purpose for each map they create. Sharing real world examples, he discusses how to spot and then close the gaps separating the map's purpose, the data available, and the people who will benefit from the map.

Great maps require more than technology and data. They require human contributions: questions, discussion, judgment, commitment, and (surprisingly) permission. By the end of the talk, you will see how well your foundation currently contributes to each map's purpose, and hopefully see opportunities to extend your influence further and also invite others into thinking spatially.

**Learn more about the Center for Spatial Business**  
**[www.redlands.edu/CSB](http://www.redlands.edu/CSB)**

**Scan QR code or click here to RSVP by**  
**October 31, as seating is limited**



**SCAN ME**