

100 word Biography

Dr Penny Fidler

CEO of The UK Association for Science and Discovery Centres

Dr Penny Fidler is the CEO of The UK Association for Science and Discovery Centres, a membership organisation bringing together over 60 of the nation's major science engagement organisations. Together they engage 20 million people across the UK with the wonders of science.

Penny gained her PhD in neuroscience from Cambridge University and has fourteen years experience working in the field of science engagement, including setting up a millennium science centre, running an Exhibitions and Neuroscience Consultancy and speaking in Parliament on the importance of informal science learning. She has also founded and directed many national strategic science engagement projects.

