

## **50 Word Biography**

**Dr Penny Fidler**

**CEO of the UK Association for Science and Discovery Centres**

Dr Penny Fidler is the CEO of ASDC, a membership organisation bringing together over 60 of the nation's major science engagement organisations. Together ASDC members engage 20 million people every year. Penny gained her PhD in neuroscience from Cambridge University and has worked in science engagement for fourteen years.