

## MARGARET O'MARA

Howard and Frances Keller Endowed Professor of History  
Department of History - University of Washington  
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### EMPLOYMENT

#### **University of Washington** (2007-present)

Howard & Frances Keller Endowed Professor of History (2018-)  
Professor of History (2017-18)  
Associate Professor of History (2011-2017)  
Assistant Professor of History (2009-2011)  
Visiting Assistant Professor of History (2007-2009)

#### **Stanford University** (2002-2007)

Acting Assistant Professor of History (2004-2006)  
Associate Director, Bill Lane Center for the West (2004-2007)  
Postdoctoral Fellow, Bill Lane Center for the West (2002-2004)

#### **The Brookings Institution** (1997-1998)

Guest Scholar, Urban and Metropolitan Policy

#### **U.S. Department of Health and Human Services** (1993-1997)

Special Assistant, Administration for Children and Families (1996-1997)  
Intergovernmental Affairs Specialist, Office of Secretary Donna Shalala (1993-1995)

#### **The White House** (1993, 1995-1997)

Policy Analyst, Empowerment Zone Task Force, Office of Vice President Al Gore (1995-1997)  
Special Assistant, National Economic Council and Office of Presidential Personnel (1993)

#### **Clinton/Gore '92 – Campaign and Presidential Transition** (1992-1993)

Assistant, Economic Policy; Field Operations; Campaign Correspondence Office

### EDUCATION

**University of Pennsylvania** (M.A. and Ph.D., History, Certificate in Urban Studies, 1997-2002)

**Northwestern University** (B.A., History and English, 1988-1992)

### PUBLICATIONS

#### **Books:**

*The Code: Silicon Valley and the Remaking of America*. Penguin Press, 2019.

A *Publishers Weekly* Best Book of 2019; A *Financial Times* Best Book of 2019; Finalist, J. Anthony Lukas Prize; Longlist, Porchlight Book Award

*Pivotal Tuesdays: Four Elections that Shaped the Twentieth Century*. University of Pennsylvania Press, 2015.

*Cities of Knowledge: Cold War Science and the Search for the Next Silicon Valley*. Princeton University Press, 2005.

### **Peer-Reviewed Book Chapters, Articles, and Essays:**

“Corporate Purpose,” *Daedalus* (Special Issue on a New Moral Political Economy), v. 153, forthcoming 2023

“The First Email: The Code That Connected Us Online,” in *You are Not Expected to Understand This’: 26 Lines of Code That Changed the World*, ed. Torie Bosch (Princeton University Press, 2022)

“The Gilded Elevator: Tech in the Time of Trump,” in *The Presidency of Donald J. Trump: A First Historical Assessment*, ed. Julian Zelizer (Princeton University Press, 2022)

“Assessing Daniel Bell in the Age of Big Tech,” in *Defining the Age: Daniel Bell, His Time, and Ours*, ed. Paul Starr and Julian Zelizer (Columbia University Press, 2022)

“The Limits of Telecommuting,” in *The Long Year: A 2020 Reader*, ed. Tom Sugrue and Caitlin Zaloom (Columbia University Press, 2021)

“Silicon Politics,” *The Communications of the ACM*, December 2020

“The High-Tech Revolution and the Disruption of American Capitalism,” in *Capitalism Contested: The New Deal and its Legacies*, ed. Romain Huret, Nelson Lichtenstein, and Jean-Christian Vinel (University of Pennsylvania Press, 2020)

“The Long Game,” *Crucible: The President’s First Year* (Miller Center Studies on the Presidency, University of Virginia Press, 2018)

“Capitalism on the Campaign Trail,” in *The Presidency and American Capitalism Since 1945*, ed. Roger Biles and Mark Rose (University Press of Florida, 2018)

“Silicon Dreams: States, Markets, and the Transnational High-Tech Suburb,” in *Making Cities Global: The Transnational Turn in Urban History*, ed. Nancy Kwak and Andrew Sandoval-Strausz (University of Pennsylvania Press, 2017)

“The Environmental Contradictions of High-Tech Urbanism,” in *Now Urbanism: The Future City is Here*, ed. Jeffrey Hou, Ben Spencer, Thaisa Way, and Ken Yocum (Routledge, 2015), 26-42.

“The Uses of the Foreign Student,” *Social Science History* 36:4 (December 2012), 583-615.

“Cities and Suburbs” (invited; conceptual essay), *The Oxford Encyclopedia of American Social History*, ed. Lynn Dumenil (Oxford University Press, 2012)

“The influence of foreign direct investment on land use changes and regional planning in developing-world megacities: a Bangalore case study,” with Karen C. Seto, in *Megacities: Action*

*Models and Strategic Solutions*, ed. Frauke Kraas, Günter Dill, Günther Mertins and Ulrich Nitschke (Routledge, 2012)

“Beyond Town and Gown: University Economic Development and the Legacy of the Urban Crisis,” *The Journal of Technology Transfer* 37:2 (August 2012), 234-250.

“From Bangalore to the Bay Area: Comparing Transportation and Activity Accessibility as Drivers of Urban Growth,” with Michael K. Reilly and Karen C. Seto, *Landscape and Urban Planning* 2 (2009), 24-33.

“Landscapes of Knowledge and High Technology,” *Places* 19:1 (Spring 2007), 48-53.

“Cold War Politics and Scientific Communities: The Case of Silicon Valley,” *Interdisciplinary Science Reviews* 31:2 (May 2006), 121-134.

“Uncovering the City in the Suburb: Cold War Politics, Scientific Elites, and High-Tech Spaces,” in *The New Suburban History*, ed. Kevin Kruse and Thomas J. Sugrue (University of Chicago Press, 2006), 57-79.

“Suburbia Reconsidered: Race, Politics, and Property in the Twentieth-Century Metropolis,” *Journal of Social History* 39:1 (September 2005), 229-243.

### **Public writing:**

Contributor (2018 to present) and contributing opinion writer (2019-2021), *The New York Times*.  
Author of 20+ pieces on history, politics, business, and technology appearing in digital and print editions of the Opinion section since 2018.

“The Secret to Building the Next Silicon Valley,” *WIRED*, January 2022

“Where Computing Might Go Next,” *MIT Technology Review*, November/December 2021

“The Limits of Telecommuting,” *Public Books*, November 2020

“Are You Better Off Than You Were Four Years Ago?” *AHA Perspectives*, November 2020

“Silicon Valley Can Still Beat China,” *Bloomberg Businessweek*, July 2019

“How Antitrust Laws Can Save Silicon Valley,” *The Washington Post*, July 2019

“The Tech Talent is Rumbling in Silicon Valley,” *Los Angeles Times*, December 2018

“Winning the Amazon Sweepstakes,” *The Washington Post*, September 2017

“The Other Tech Bubble,” *The American Prospect*, January/February 2016

“The Tech Industry is Changing the Rules,” *Pacific Standard*, October 2015

“What Donald Trump Has in Common with Teddy Roosevelt,” *Time*, September 2015

“Silicon Valleys,” *Boom: A Journal of California* 1:2, June 2011

“Don’t Try this at Home,” *Foreign Policy*, September/October 2010

“Not So Fast: Some Presidents Overcome Their Midterm Slump,” *Seattle Times*, June 2010

“Welfare as We Knew It,” *BlackPast.org*, September 2009

Contributor, *Crosscut*: “We are Not the ‘Next Silicon Valley’” (February 2008); “Seattle’s Transportation Malaise is Nothing Special” (January 2008); “Amazon Joins the Parade of Tech to the Urban Core” (December 2007)

“Schwarzenegger: The Newest Progressive,” with Jon Christensen, *High Country News*, March 2005

“Learning from History: How State and Local Policy Choices Have Shaped Philadelphia’s Growth.” *Greater Philadelphia Regional Review*, March 2002

“Terrorists May Alter the Face of Urban America,” *Public Affairs Report*, October 2001

“Fight or Flight: Metropolitan Philadelphia and its Future,” Metropolitan Philadelphia Policy Center, 2001

“Moving Beyond Sprawl: The Challenge for Metropolitan Atlanta.” Brookings Institution, 2000

“Barriers to Work: the Spatial Divide between Jobs and Welfare Recipients in Metropolitan Areas.” Brookings Institution, 1998

## TEACHING

Interests: business and capitalism; politics and policy; history of technology; cities and suburbs; higher education; the American West

Graduate Fields: Twentieth Century U.S. History  
History of Capitalism  
Urban History (U.S.; Comparative World)  
U.S. Political & Policy History

Courses taught: *Undergraduate Lectures*  
Making Modern America  
American Civilization Since 1877  
History of the Digital Age  
History of the American Presidency  
The City: People, Places, Environments  
*Undergraduate Seminars*  
America in 1968  
Watergate

History of Silicon Valley  
Suburbia  
Left, Right, and Center: Modern US Politics  
*Graduate Seminars*  
U.S. History, Late Nineteenth Century to the Present  
Digital Historical Practices  
American Urban History  
History of Capitalism  
American Political and Policy History

## ADVISING

### **Graduate committee member, University of Washington (\* = Committee chair)**

Jonathan Bowdler (Ph.D., 2021, “The Countercultural Back-to-the-Land Movement”)  
Steven Beda (Ph.D., 2014, “Landscapes of Solidarity: Timber Workers and the Making of Place in the Northwest, 1900-1964”)  
Joseph Bernardo (Ph.D., 2014, “Becoming ‘Forgotten Asian Americans’: Race, Space, and ‘Invisibility’ in Filipino Los Angeles”)  
Ross Coen (Ph.D., 2021, “The Open Ocean: Salmon, Science, and Borders in the Pacific World”)  
Travis Currit (Ph.D. 2013, “Taming the small fatherland: urban space and local identity in Łódź, Poland, 1939-2009”)  
Teresa Frizell (School of Education, Ph.C., “Teacher Integration in Los Angeles, 1962-1981”)  
Holly George (Ph.D., 2011, “Show Town: Theatre, Urban Identity, and Cultural Change in Spokane, Washington, 1890-1920”)  
\*Andrew Hedden (M.A. 2015; Ph.C., “Empire of Tomorrow: Seattle and the Remaking of Global Capitalism, 1962-1983”)  
\*Mary Ann Henderson (Ph.C., “Combatting the White Plague and Reforming the Emerald City”)  
\*Najja Kossally (M.A., 2018)  
\* Emily Lantz (M.A., 2021)  
Jessica Lee (Ph.D., 2010, “Thinking Women: The Intellectual Roots of Postwar Feminist Activism”)  
Marty Manor (Ph.D., 2013, “Košice 1948, 1968, 1988-89: Communism’s Showcase City in Eastern Slovakia”)  
Kevin McKenna (Ph.D., 2017, “Safe Sex: Gay Rights Politics and the Making of the Neoliberal State in Seattle”)  
Devon McCurdy (Ph.D., 2013, “Upstream Influence: Oregon’s Landscapes and State Power, 1860-2000”)  
Kathryn Nicholas (School of Education, Ph.D., 2018, “Women’s Political Agency and Public Education in the 19<sup>th</sup> Century”)  
\* Michael Reagan (Ph.D., 2017, “Capital City: New York in Fiscal Crisis”)  
\* Kayla Schott-Bresler (M.A. 2014, “‘A System Whose Time Should Never Have Come’: Housing Activists and Indirect Finance in an Age of Retrenchment”)  
William B. Piggot (Ph.D., 2009, “From Sunbelt to Pacific Rim: Irvine and the Transformation of Orange County, California”)  
Kirsten Pochop (Ph.D., 2014, “Learning Liberalism: Seattle Schools and the Changing Face of American Racial Politics, 1960-1980”)

### **STSS certificate advisor, University of Washington**

Kaitlyn Casimo (Ph.D., Neuroscience)  
Ben Lee (Ph.D., Computer Science and Engineering)

### **History honors thesis advisor, University of Washington**

Grace Mosby, 2022, “Invasion of the Tom-Tom Club: Grunge, Tech, and the Transformation of Seattle in the 1990s”  
Erin Nicole Kelly, 2022, “In the Hearts of Men”: The Populist Effects of Robert Kennedy and Ronald Reagan on White Backlash and the Party Realignment”  
Neave Carroll, 2021, “The LA Uprising on Camera”  
Sophie Carter, 2021, “Days of Decision: San Francisco’s HUAC Protest of 1960 as a Turning Point of the New Left”  
Zuzanna Wisniewska, 2020, “The Racial Politics of Immigration”  
Rachel Jecker, 2019, “The Wrong Kind of Queer: Mainstream Newspapers and Oppression within the American Queer Community, 1969-1982”  
Peter Welch, 2019, “President Kennedy and Crisis Acting: The Memory of Operation Northwoods in the Modern Fringe”  
Claire Palay, 2012, “The Loud Liberation: Family, Feminism and the First Reality Television Show”  
Carl Herman, 2011, “The Washington Water Code of 1917: Washington Progressivism and Western Politics Reexamined.”

### INVITED TALKS (since 2010)

“Silicon Valley and the Remaking of America,” Virginia Tech, November 2021  
“Silicon Politics,” University of Missouri History Seminar, February 2021  
“Digital Discontents, from the Mainframe to Big Tech,” University of Washington History Lecture Series, February 2021  
“After Trump: Historical Perspectives on What Lies Ahead,” Cambridge American History Seminar, Cambridge UK, January 2021  
“The Code,” Comparative Historical Social Science Workshop, Northwestern, December 2020  
“Remaking the Silicon Society,” Katz Lecture, Simpson Center for the Humanities, December 2020  
Opening keynote, Society of Architectural Historians Annual Meeting, Seattle, May 2020  
“The Code,” USC Huntington Center on the West and the Autry Center at UCLA, Los Angeles, January 2020  
“The Code,” Institute for Public Knowledge, New York University, December 2019  
“The Code,” Keynote, Web Summit 2019, Lisbon, November 2019  
“The Coming of Amazon HQ2,” Plenary session, Society for American City and Regional Planning History Annual Meeting, Arlington VA, November 2019  
Keynote address, Runstad Center for Real Estate Annual Leadership Dinner, Seattle, October 2019  
“Giving our Time a History,” Faculty Seminar Series: The Public Face of History, Harvard University, October 2019  
“The Code,” Computer History Museum, Mountain View CA, July 2019  
“‘The Computer Never Forgets’: Revisiting the Data-Privacy Wars of the 1960s,” American Political History Institute, Boston University, March 2019  
“Silicon Politics,” San Jose State University *Deep Humanities* Series, October 2018  
“Pivotal Tuesdays” (2016-17 Wright State Common Book, author visit), Wright State University, Dayton, OH, November 2016  
“The War Room Goes to Washington: Clinton’s First Year,” Miller Center for Public Affairs,

- University of Virginia, October 2016
- “Pivotal Tuesdays,” National Archives, Washington, D.C., November 2015
- “Pivotal Tuesdays,” William J. Clinton School of Public Service, Little Rock, AR, November 2015
- “The Politics of the Innovation Economy,” Hoover Institution, Stanford, March 2015
- “The Entrepreneurial City,” The City: CASBS Summit, Stanford, November 2014
- “Place Matters: The Alchemy of Innovation in Utah and Beyond,” Keynote Address, 62<sup>nd</sup> Annual Utah State History Conference, Salt Lake City, September 2014
- “It Takes a City: Seattle and the Alchemy of Innovation,” Third Annual Denny Lecture, Museum of History and Industry, March 2014
- “The Atari Democrats and the Politics of the New Economy,” Princeton Political History Seminar, November 2013
- “Cites of Knowledge,” Keynote Address, International Conference of the Association of University Research Parks, September 2013
- “Only in America: U.S. Higher Education and the Global Knowledge Economy,” Keynote Address, American Association of Colleges & Universities Annual Meeting, January 2013
- “Pivotal Tuesdays: Four Presidential Elections That Made History,” UW History Lecture Series, October 2012 (also broadcast as an original series on UWTV)
- “Transnational Suburbia,” U.S.-China Seminar, University of Washington, October 2012
- “Inventing Postindustrial Politics,” Miller Center Seminar, University of Virginia, September 2012
- “Landscapes of Wealth: Instant Cities and Global Suburbs in China and Beyond,” Columbia University Seminar on the City, October 2011
- “Landscapes of Wealth and White-Collar Wonderlands,” Chicago Urban History Seminar, April 2011

SELECTED CONFERENCE PRESENTATIONS (since 2010)

- “All Aboard the Runaway Train: Silicon Valley and the Spread of Fake News,” Organization of American Historians Annual Meeting, Philadelphia PA, April 2019
- “Historians on the 2016 Election,” American Historical Association Annual Meeting, Denver CO, January 2017 (invited plenary speaker)
- “Technology and the State,” Policy History Conference, Nashville TN, June 2016 (invited plenary speaker)
- “Startup cowboys and high-tech pioneers: the political construction of entrepreneurial leadership,” Organization of American Historians Annual Meeting, Providence RI, April 2016 (presenter and session organizer)
- “Jimmy Carter’s Presidential Campaign: Forty Years Later,” American Historical Association Annual Meeting, Atlanta, January 2016 (invited speaker to Program Committee-organized roundtable)
- “The High-Tech Revolution and the New Deal Order,” Beyond the New Deal Order Conference, University of California at Santa Barbara, September 2015
- “Landscapes of Wealth: States, Markets, and the Transnational High-Tech Suburb,” Transnational Cities Conference, University of New Mexico, March 2014
- “Deep Maps and Spatial Narrative: Urban Environmental Histories in a Digital World,” Urban History Association, New York NY, October 2012 (panel organizer and roundtable participant)
- “The Economic Uses of the University,” Conference on Policy History, Richmond VA, June 2012 (presenter)
- “The Fortification of the Urban University, 1970-2000,” panel on Anchor Institutions in the

Modern Metropolis, Urban History Association, Las Vegas, NV, October 2010 (presenter)

### SELECTED MEDIA APPEARANCES

**Television:** MSNBC *Morning Joe*, MSNBC *Live with Ali Velshi*, C-SPAN *Q&A*, BBC World News, PBS *NewsHour*, PBS *American Experience*, PBS *Frontline*; Sky News, CBC National News, History Channel, Discovery Channel, VICE/Hulu **Radio:** *Marketplace*, NPR *Weekend Edition*, KCRW *Press Play*, KUOW *The Record*; BBC Radio One, BBC World Service **Podcasts:** Vox's *Recode/Decode* with Kara Swisher, *Backstory* (featured episode on *The Code*); This Week in Tech's *Triangulation*; American Enterprise Institute's *Political Economy*; *The Majority Report* with Sam Seder; **Print media:** *The New York Times*, *The Wall Street Journal*, *The Washington Post*, *Seattle Times*, *Vancouver Sun*, *San Francisco Chronicle*, *Los Angeles Times*, *Time*, *Newsweek*, *Bloomberg Businessweek*, *Wired*, *The Information*, *Geekwire*, *Forbes*, *Fortune*, *VentureBeat*, *The Economist*, *Le Monde*, *Les Echos*, *L'obs*, *China Daily*, *Maeil Business* (Korea), *NeoFeed* (Brazil).

### PROFESSIONAL SERVICE

#### National

- Contributor, New Moral Economy Project, Center for Advanced Study in the Behavioral Sciences, Stanford, 2014-present
- Co-leader, Washington Chapter, Scholars Strategy Network, 2017-2021
- Ten-Year Review Committee, Bill Lane Center for the North American West, Stanford University, 2014-15
- Distinguished Lecturer, Organization of American Historians, 2013 to present
- Program Committee Co-Chair, Social Science History Association, 2014
- Advisory Board, Thriving Cities Project, Institute for Advanced Studies in Culture, University of Virginia, 2013-16
- External Review Committee, Miller Center for Public Affairs, University of Virginia, 2013
- Fellow, National Forum on the Future of Liberal Education, 2009-2012
- Peer Review Panelist, National Endowment for the Humanities, 2012
- Board Member, Urban History Association, 2008-2011
- Chair, Dissertation Prize Committee, Urban History Association, 2007

#### University of Washington

- UW Press Committee
- Founding Committee, Urban@UW
- Director of Graduate Studies, Department of History
- STSS Graduate Certificate Interdisciplinary Faculty Committee
- Chair, Innovation Exhibit Exploratory Committee
- Provost's Search Committee Member, Dean of the College of Built Environments
- UW History Lecturer, 2012 and 2021
- Chair's Advisory Committee, Department of History
- Undergraduate Studies Committee, Department of History
- Curriculum and Teaching Resources Committee, Department of History
- Faculty Affiliate, West Coast Poverty Center



- Faculty Affiliate & Standing Committee Member, Harry Bridges Center for Labor Studies
- West of 15<sup>th</sup> Steering Committee/West Campus Development Advisory Committee
- University Representative, Regional Economic Strategy Technical Advisory Group
- Chair, Sustainable Cities Faculty Working Group, Office of the Provost
- Economic Development Working Group, Office of Research
- International Regions Benchmarking Group, Office of External Affairs
- Social Sciences in the College of the Environment, Faculty Working Group

#### Stanford University

- Postdoctoral Appointment Committee, Bill Lane Center for the West
- Fellowship Selection Committee, Bill Lane Center for the West
- Mentor, Haas Institute for Public Service
- Environmental Faculty Group
- Urban Studies Faculty Group
- Faculty Advisor, Technical Women in Silicon Valley
- Historic Values Index Group, Office of the University Architect

#### Series editor

- *Politics and Society in Twentieth Century America*, Princeton University Press, 2021 to present

#### Manuscript reviewer

- W.W. Norton; Council on Foreign Relations; Penn Press; Oxford University Press; Stanford University Press; Georgia University Press; Island Press; University of Chicago Press; Routledge; Journal of American History; Journal of Urban History; Pacific Historical Review; Enterprise & Society; MINERVA; Information and Culture; Washington History; Pacific Northwest Quarterly

#### Digital History

- “Waterfront Stories”; “Yesler Way Stories”; “South Lake Union Stories”; all projects of HSTAA 208: The City, University of Washington
- Electronic Classrooms on “The Cold War” and “Toward the 21<sup>st</sup> Century,” Miller Center for Public Affairs and the American Political History Initiative.
- “Exploring the West” Curricular Web Site for High School Teachers

#### Teacher educator

- Course Instructor, Pace-Gilder Lehrman Institute Online Master’s Degree Program, 2021-present
- Visiting Professor, Era 9, Standard I (Postwar economic transformation of US), Tri-State History Consortium (MT, UT, WA), 2009-2011

#### Public History Consulting

- Advisor, PBS (*American Experience* and other programming), 2012 to present
- Advisor and Facilitator, Next Generation Bellevue, Office of Economic Development, City of Bellevue, 2013-14

- Exhibition Content Development Advisor, Bezos Center for Innovation, Museum of History and Industry, Seattle, 2011-2013

#### Community Organizations

- Board of Trustees, HistoryLink.org, 2019 to present
- Community Advisory Committee, MOHAI, 2021 to present

#### FELLOWSHIPS AND HONORS

2019-present	Fellow, Silicon Valley Institute for Regional Studies
2015-16	Visiting Scholar, Program in the History and Philosophy of Science and Technology, Stanford University
2014-15	Frederick Burkhardt Residential Fellowship, American Council of Learned Societies
2014-15	Fellow, Center for Advanced Study in the Behavioral Sciences at Stanford
2014	Distinguished Teaching Award for Innovation with Technology, University of Washington
2011-12	Society of Scholars, Walter Chapin Simpson Center for the Humanities, University of Washington
2010-11	John E. Sawyer Seminar in the Study of Comparative Cultures, Mellon Foundation
2006	Environmental Venture Project Grant for Interdisciplinary Faculty Research, Woods Institute for the Environment, Stanford University
2002	Visiting Scholar, Institute of Governmental Studies, University of California, Berkeley
2002	Research Merit Award, American Society of Landscape Architects
2002	Urban History Association, Best Dissertation in Urban History Award
2001-2002	Miller Center Fellowship in Public Affairs, University of Virginia

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