



William C. Norris  
Chairman and Chief Executive Officer  
Control Data Corporation

William C. Norris, chairman and chief executive officer of Control Data Corporation, founded the company in 1957 and is a pioneer in the development of computer technology.

Born and raised on a farm in Nebraska, he graduated from the University of Nebraska in 1932 with a degree in electrical engineering.

His first job with Westinghouse Corporation in the x-ray equipment field was followed by five years of service in the U.S. Navy during World War II, where he first became involved in electronic equipment that was the forerunner of today's computers.

After the war he helped found Engineering Research Associates, Inc., (ERA) St. Paul, Minnesota, which later was merged into Sperry Rand Corporation. Norris was a principal leader and executive of ERA and of its successor in computer activities through mid-1957. ERA made substantial contributions to the development of digital computer technology, to the training and education of thousands of technical personnel, to the formation by these trained people of many electronics-related companies, and in establishing and maintaining high professional standards of leadership, administration and technical conduct.

Since 1957, Control Data has become a leader in world markets through the application of computer technology and has grown rapidly to revenues of more than \$3.3 billion and assets of \$5 billion. Today, it is the leading company in computer services.

Norris' chief interests, both personal and business, are in small business and the use of computers to help meet major world needs, specifically in the areas of energy, education, health care, agriculture and technology exchange.

From his extensive business experience with both large and small companies, Norris is convinced that smaller companies are the best source for creating the new jobs that our society so urgently needs. To do this most effectively, he believes they need the cooperation and help of major business, the government and other sectors.

In addition to founding two companies, Norris helped organize Northwest Growth Fund for small business financing and North Star Research for supporting business in the upper Midwest. He also works closely with congressional committees and key government executives, both state and federal, to improve the overall environment for small business. As Control Data's Chief Executive Officer, he has been instrumental in establishing more than 30 cooperative projects with small companies.

In education, he has been an advocate of improving the quality, equality and productivity of education through the use of computer technology for more than 18 years. The Control Data PLATO education system is a blend of computers, learning terminals, communication networks and thousands of hours of computer-based courses. This highly individualized learning system, available at more than 100 learning centers in major cities throughout the U.S., is used in a wide variety of settings for training in business and industry, and at all levels of education.

Norris' leadership in broadening relationships with the Communist countries is based on his belief that the major problems of the world can be solved only through technological cooperation of all nations -- including the Communist countries. Control Data's program for technological cooperation with the Soviet Union is the most extensive of any U.S. company. Also, Control Data is the first U.S. company to enter into a jointly-owned business with Romania.

Norris, who believes the unique strengths and capabilities developed by Control Data over the years provide opportunities not available to many other companies, has pioneered the company's strategy of expanding its participation in cooperation with other sectors in meeting basic societal needs as profitable business opportunities, including: more available and cheaper energy; lower food costs; more available and higher quality education; more jobs; more available and less costly health care; expanded urban revitalization; and improved availability of technology.

Norris is a member of the Massachusetts Institute of Technology Corporation Visiting Committee for Sponsored Research, and serves on the Evaluation Panel of the National Academy of Science for the Institute for Computer Science and Technology.

He also was a member of the Advisory Committee to the White House Conference on Balanced National Growth and Economic Development. In addition, Norris is a member of the Commerce Technical Advisory Board, on the board of trustees of A. T. International, a member and trustee of the Urban Institute and a director of the National Rural Development and Finance Corporation.

Norris has authored a series of booklets addressing the use of technology to solve society's problems, called "The Tireless Servant." Included in the series are:

- Technological Cooperation for Survival  
February 1977
- Via Technology to a New Era in Education  
June 1977
- A Policy for Export of Products and Technology  
September 1977
- Technology and Full Employment  
November 1977
- Back to the Countryside Via Technology  
January 1978
- Harnessing Technology for Better Urban Living  
April 1978
- Technology for Improving the Image of Business  
July 1978
- Technology for the Inner City -- Experience and Promise  
September 1978
- Technology and the Investor -- Facing Up to Society's  
Urgent Problems  
December 1978
- Rebirth of Technological Innovation -- Via Small Business  
March 1979
- The Pathway to Better Health Via Technology  
June 1979
- Technology and the Handicapped  
August 1979

Read widely throughout the United States, these papers also have received international recognition. His address at the 1979 National Conference of State Humanities Programs will be published by Control Data in this series.