



Address to the IEEE Region 8 Leadership

IEEE Region 8 Meeting

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2016 IEEE President and CEO



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Our Mission:

To foster technological innovation and excellence for the benefit of humanity.



IEEE

*Advancing Technology
for Humanity*

Our Vision:

To be essential to the global technical community and to technical professionals everywhere, and to be universally recognized for the contributions of technology and of technical professionals in improving global conditions.



IEEE Region 8

Statistics

- ▶ We have nearly 78 thousand members in Region 8
- ▶ 37.66% of IEEE conferences in 2015 were held in Region 8
- ▶ 27% of total IEEE Xplore sales in 2015 were in Region 8
- ▶ Africa has seven of the world's top ten fastest growing economies
- ▶ Gross domestic expenditure in on R&D in Europe has increased by nearly 44% since 2003
- ▶ IEEE Standards Association (IEEE-SA) has built strong engagements in Europe

IEEE in Africa

A Roadmap: 2016-2018 Goals

- ▶ Build IEEE's presence, position and relationships on the continent
- ▶ Provide immediate support to the engineering and technical community
- ▶ Provide support and opportunities for university and pre-university education communities
- ▶ Define a long-term strategy and business/operational plan

IEEE Office in Vienna **2016 Targets**



- Establish an Advisory Group of European IEEE members from business and academia
- Establish a staff planning team
- Incorporate as an LLC in Austria
- Acquire and open office space
- Develop an operational plan for 2017-2018
- Refine targets for 2018, based on experience

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Objectives



- Increase our connectivity and collaboration with industry, and become more 'market-driven' as an organization
- Identify specific strategies to grow revenue, services, products, and membership
- Arrive at a holistic understanding of what a flourishing IEEE would consist of in the future
- Identify and agree on the steps that we need to take over the next two years to ensure long-term, sustainable growth

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Key Strategies

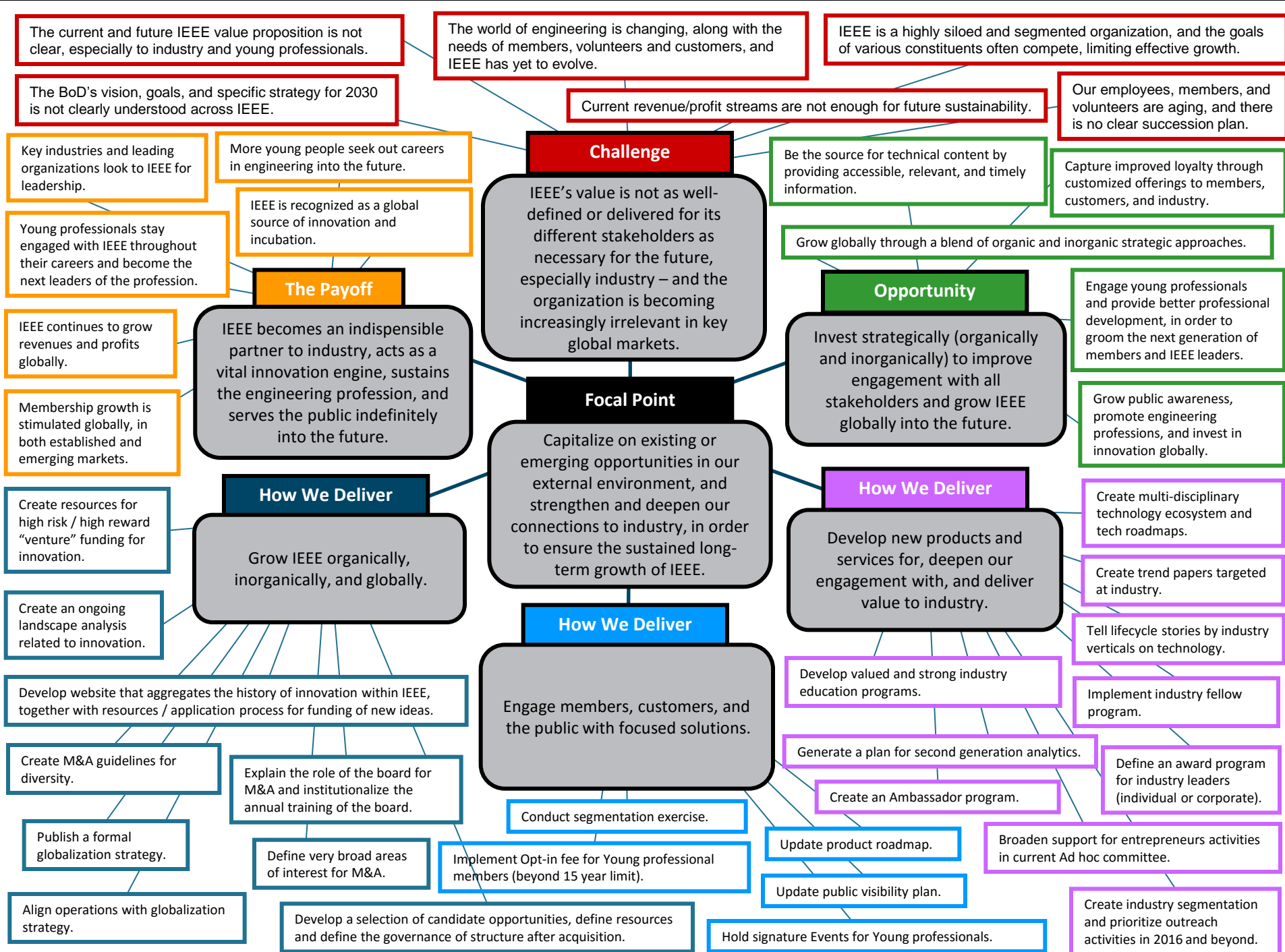
- ▶ *Capitalize on existing or emerging opportunities in our external environment, and strengthen and deepen our connections to industry, in order to ensure sustained long-term growth*
 - **Industry Value:** Develop new products and services for, deepen our engagement with and deliver value to industry
 - **Focused Solutions:** Engage members, customers, and the public with focused solutions
 - **Capacity for Growth:** Evolve our structure, culture, and strategy to create the capacity for long-term growth

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What Emerged ...

Capitalize on existing or emerging opportunities in our external environment, and strengthen and deepen our connections to industry, in order to ensure sustained long-term growth.

Develop new products and services for, deepen our engagement with, and deliver value to industry.	Engage members, customers, and the public with focused solutions.	Grow IEEE organically, inorganically, and globally.
<i>Industry Value</i>	<i>Focused Solutions</i>	<i>Capacity for Growth</i>
Strategies		
<p>A. ENGAGE INDUSTRY WITH NEW ANALYSES AND INSIGHTS.</p> <p>B. EVOLVE AND SEGMENT OUR PROGRAMS TO DEEPEN INDUSTRY ENGAGEMENT.</p> <p>C. LAUNCH NEW PRODUCTS THAT DELIVER TARGETED VALUE TO INDUSTRY.</p> <p>D. RECOGNIZE AND ENGAGE INDUSTRY LEADERS.</p>	<p>A. SEGMENTATION EXERCISE (RESEARCH) TO DISCOVER AND PRIORITIZE CONSTITUENT NEEDS AND APPROPRIATE PRODUCT OFFERINGS.</p> <p>B. ENGAGE YOUNG PROFESSIONALS IN TARGETED WAYS.</p> <p>C. CREATE AND CURATE CONTENT THAT MEMBERS VALUE.</p> <p>D. LEVERAGE IEEE'S INFLUENCE TO PROMOTE THE PROFESSION AND SERVE THE PUBLIC.</p>	<p>A. CREATE AN INNOVATION HOME BASE FOR IEEE.</p> <p>B. CREATE A STRATEGY FOR REPEATABLE M&A.</p> <p>C. EVOLVE IEEE TO BE EQUALLY RELEVANT GLOBALLY.</p>



2016 Areas of Focus

Ad Hoc Committees

- Industry Engagement
- Disruptive Innovations
- Strategic Planning
- Global Strategy
- Activities in Africa
- Engagement in Europe
- IEEE Internet Initiative (3I)
- IEEE in 2030
- Public Imperatives
- IEEE and the Foundation

Thank You Region 8!

Our Future is Bright!

- ✓ Office in Vienna
- ✓ Activities in Africa Ad Hoc
- ✓ Industry engagement

Thank You for all you do for our Members, our Professions and the Public!

Leadership is about setting the conditions so that others can succeed.