



IEEE Executive Director's Report

Sophie Muirhead, Executive Director & COO
IEEE Region 8 Committee Meeting
Bucharest, Romania
25 March 2023

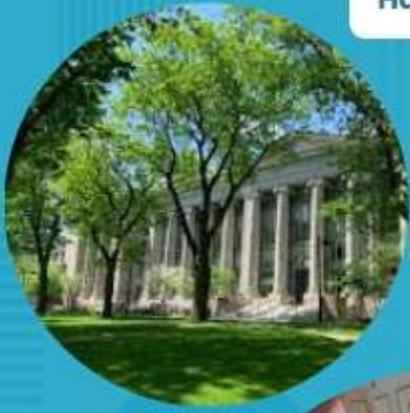
iee.org

 **IEEE**
Advancing Technology
for Humanity

BACKGROUND

UNITED STATES

Harvard Law School, J.D.



UNITED KINGDOM

University of London



JAMAICA

Born & Raised



MY JOURNEY



THE CONFERENCE BOARD (TCB)

Chief Legal Officer, Corporate
Secretary and Senior Vice President

- Built legal team and an internal function from scratch
- Led the Marketing and Communications Center
- Opened India office
- Launched Project 8
- Launched The Demand Institute®
- Expanded Consumer Confidence Index® to 64 economies
- Created center in Kuwait to study economics of gulf states



THE INSTITUTE OF ELECTRICAL & ELECTRONICS ENGINEERS (IEEE)

General Counsel & Chief Compliance Officer

- A trusted business and legal advisor to IEEE's Board of Directors, President and CEO, senior volunteer leaders, Executive Director and staff.
- Digital transformation of the Legal and Compliance team at IEEE

2023: Recognition, Reach, and Impact

Societally Sustainable Digital Transformation

Protecting Children's Online Privacy

Age Appropriate Design Code (AADC)

- The UK and California have both adopted AADC
- Aim is to advance children's rights in the digital environment and to promote a safer and more inclusive and empowering internet for children, who make-up one-third of all internet users



- SA/European lawmakers and institutions developed and published critical standards and case study reports (in cooperation with leading industry stakeholders) to create full-stack age-appropriate design frameworks, bridging from principles to best practices and fostering trustworthy and positive online/offline experiences for children

Explore the Applied Case Studies Online

2023 VIC Summit & Honors Ceremony Gala

IEEE Medal of Honor:

Dr. Vinton (Vint) G. Cerf



THE DATE

Friday, 5 May 2023

LOCATION

Hilton Atlanta

**Welcome Reception
Pre-Event at the
Georgia Aquarium on
Thursday, 4 May 2023**

SECTIONS CONGRESS

Enabling Leaders to Build a Sustainable Future



Shaw Centre | Ottawa Canada | 11-13 August 2023

SC2023 Registration is OPEN

sections-congress.ieee.org

Our 2023 Focus

2023 Executive Director Goals

Deliver 2023 budget

Implement improved financial processes

Explore pricing and other revenue models

Open science/open access strategy

Expansion of open research initiative

Digital Transformation

Implement Climate Change initiative

Branding/Marketing campaigns

Customer analysis

Evaluate future risks of products and services

Explore strategies for long term future of IEEE

Alternative meeting, conference and event models

2023 Risks

```
graph LR; A[2023 Risks] --- B[Macroeconomic factors]; A --- C[Geopolitical risks]; A --- D[Changing Customer Expectations]; A --- E[Talent acquisitions and retention]; A --- F[Declining revenue if dues are cut]; A --- G[Cyber Security];
```

Macroeconomic factors

- Continuing inflation
- Currency fluctuations
- Possibility of regional recessions
- Lack of confidence in the global banking system

Geopolitical risks

Changing Customer Expectations

- Open access policies
- Open access conferences

Talent acquisitions and retention

Declining revenue if dues are cut

Cyber Security

- Persistent, evolving and sophisticated attacks

Key 2023 Opportunities

```
graph LR; A[Key 2023 Opportunities] --- B[Identify opportunities that are consistent with a mission-driven business strategy:]; A --- C[Build regional communities to engage technologists (within and outside IEEE):]; A --- D[Engage with industry:]; A --- E[Develop targeted education programs for continuous education];
```

Identify opportunities that are consistent with a mission-driven business strategy:

- Green digital
- Climate change

Build regional communities to engage technologists (within and outside IEEE):

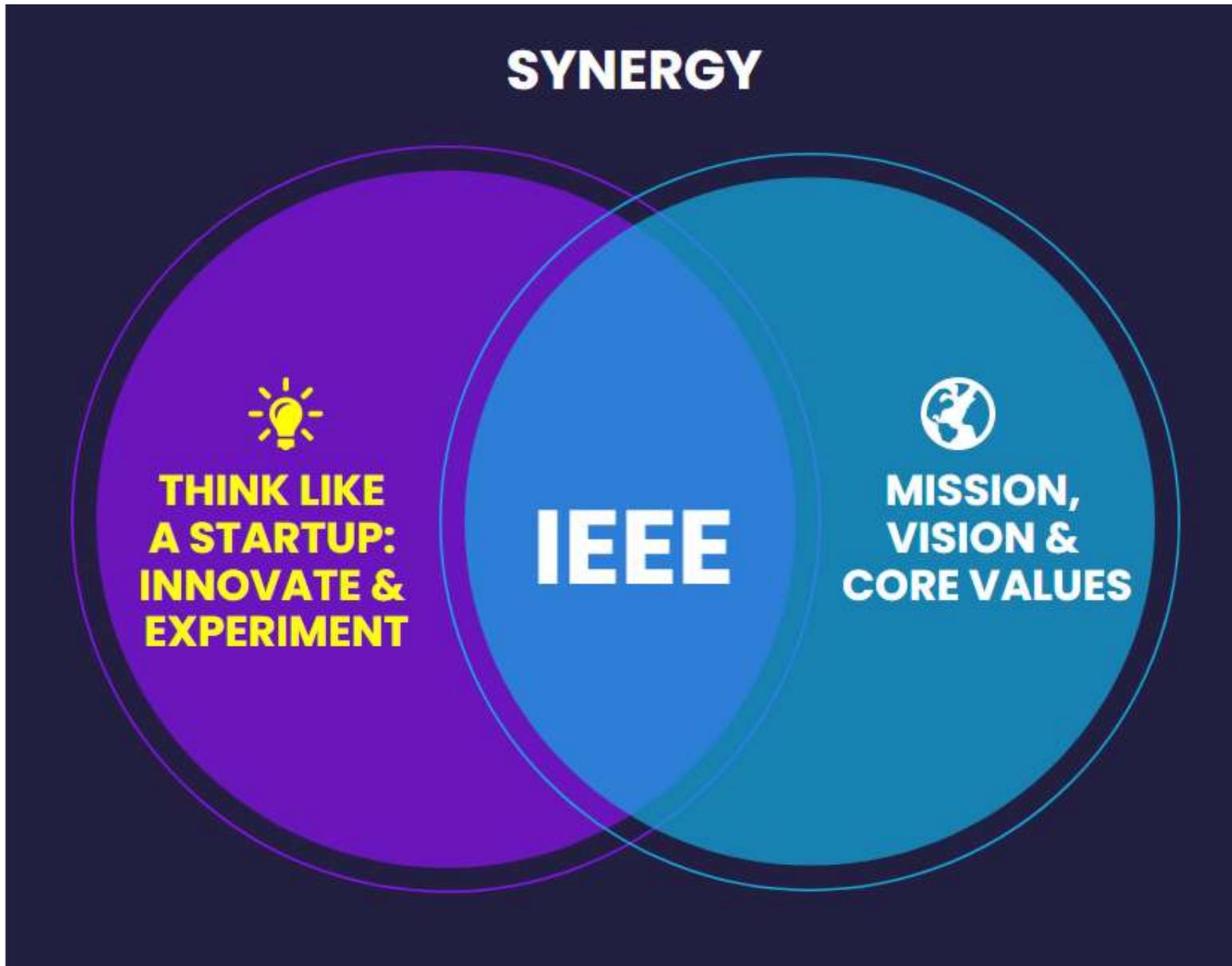
- Domain experts
- Government officials
- Civil society

Engage with industry:

- Public/Private Partnerships

Develop targeted education programs for continuous education

SYNERGY



IEEE in 2050 and Beyond

Continue to advance the mission, vision, and core values of IEEE

Mission

IEEE fosters technological innovation and excellence for the benefit of humanity.

Vision

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

Core Values



Comments/Questions?

s.muirhead@ieee.org