



# IEEE Executive Director's Report

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

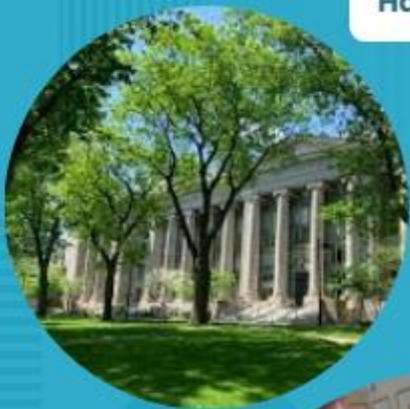
[iee.org](http://iee.org)

 **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](https://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

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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

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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):**

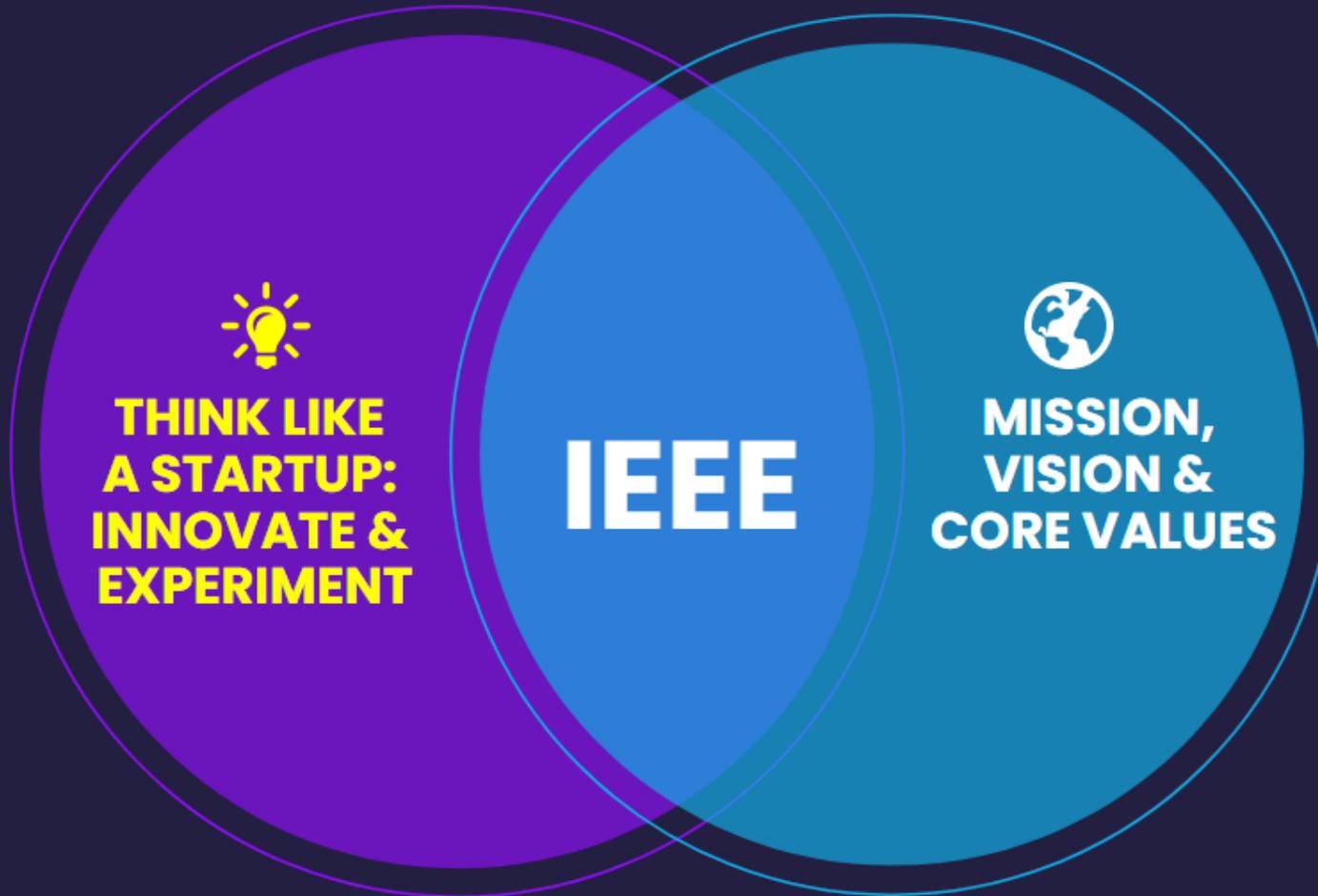
- Domain experts
- Government officials
- Civil society

**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?

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