



# Advancing Technology, Serving the Members and Humanity

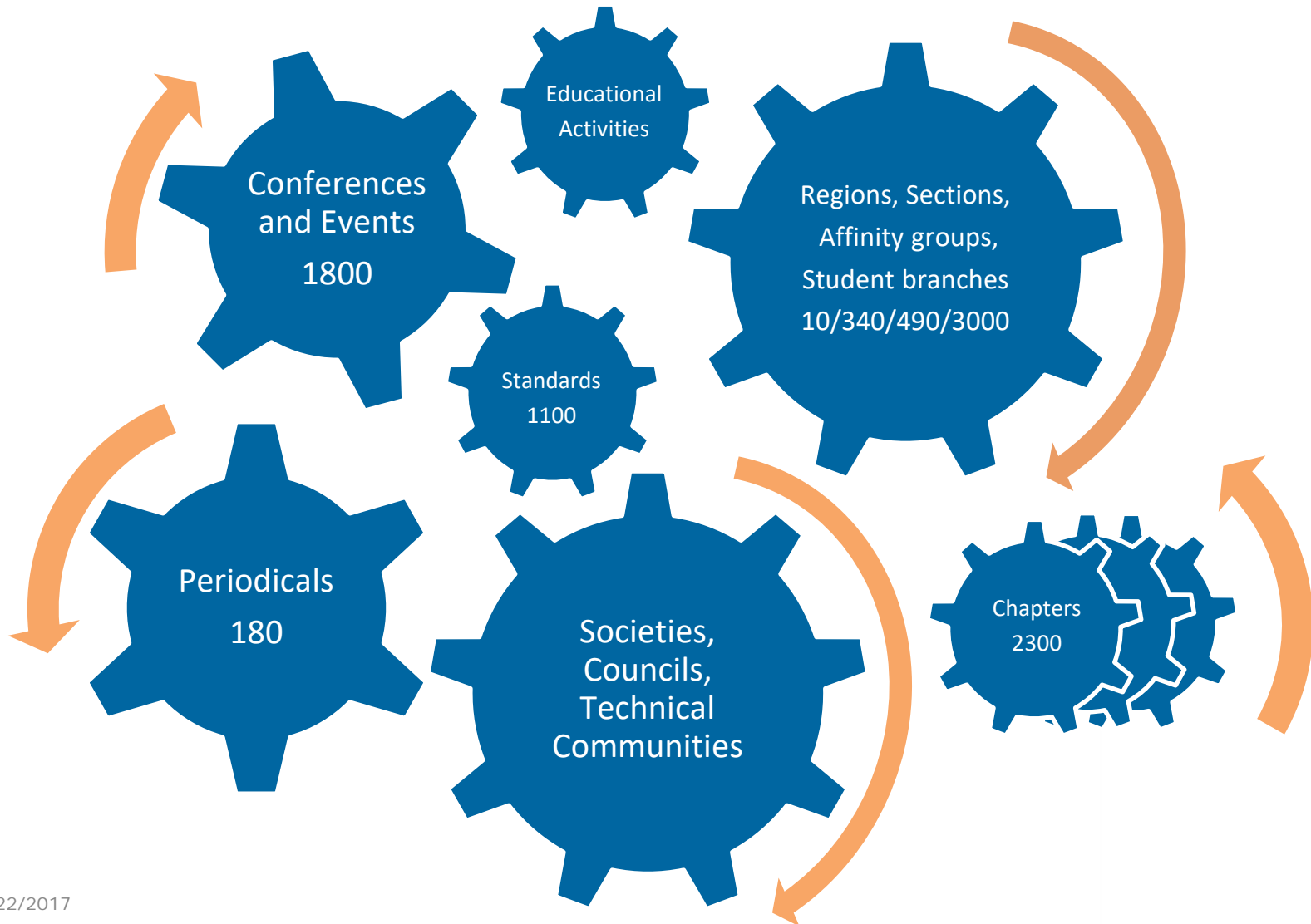
**Dr. Jacek Zurada, Life Fellow IEEE**

Candidate for 2018 President-Elect

Region 2 Meeting, Wilmington, April 22, 2017



# IEEE Universe



# Who we are as IEEE

- World's leading technology organization
- Powerful brand with global reach
- We advance technology and IP
- We raise profession, members' stature
- Extraordinary community
  - volunteer-driven
  - enormous technical breadth
  - unmatched legacy
- To champion progress - IEEE needs to progress!



# Goal 1: Resources for Members

Expand  
Industry  
Resources

Industry  
members,  
learners

Career  
resources

Improve  
Value Prop.

Students,  
WiE and  
YPs

Emerging  
economies  
professionals

Improve  
P&S

Knowledge  
vs.  
information

Customized,  
interactive  
data  
analytics

# Goal 2: New Technologies & Visibility

Future Directions

Seamless Intelligence

Smart and Connected Health

Public Visibility

Increased recognition, public policies

North America, also global

Activities: All Regions

Less developed regions

Training, technology awareness

# Goal 3: Attract and Engage Members

Membership Models

Evaluate needs

Alternative models

Grow Communities

Embrace new technologies

Diversify membership

Strategic Focus

Multi-year planning

Follow the main thrusts

# About Jacek Zurada



- Technology is my passion (career of pubs, books, 10,000+citations), Computational Intelligence/NN
- Professor, University of Louisville, Region 3
- Strategy- and efficiency-oriented
- Consensus builder, compassionate
- Select impactful IEEE initiatives (since 2007)
  - Global T-t-T Workshops
  - Multi-year effort for TA financial transparency
  - 10 new Magazines for practicing engineers
  - Launching educational TA S/C product lines

# My IEEE experience (Chair positions in bold, years listed)

- Leadership experience with three major Boards: **TAB** (1+6), **PSPB** (1**V-C**+2), **MGAB** (2)
- Strategic Planning Cmtes: IEEE (1), **TAB** (1+1), **PSPB** (2)
- IEEE Cmtes: **NIC** (1), **Collabratec** (3)
- Major TAB Cmtes:
  - **Management** (1+2), **Periodicals** (2+5), **Periodicals Review** (2+7), **Transactions** (3), **Finance** (2), **Globalization** (1), **Education** (1), **CIS President** (2)
- AdHocs: **EAB**, **IEEE-USA**, **Standards**



# How to achieve the goals?

- Focus the BoD on strategies
- Shorter, more frequent video BoD meetings
- Closer interaction between Boards/Ass-n/S/C
- Alignment and prioritization of investments
- Commitment to change and innovation
- Culture of trust, openness and collegiality
- Timelines
  - Continuity: One-  Multi-year initiatives
  - Transition: Elect-  Presidency Year

