



# IEEE WIE Forum USA East

29 November – 1 December 2018  
Crowne Plaza White Plains  
White Plains, NY





## PLANNING COMMITTEE



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**Charlotte Blair**  
*Lead Application Engineer at ANSYS*



**Forum Co-Chair**  
**Maryam Rahmani**  
*Global Partnership Officer at Global Cyber Alliance*



**Tech Program Co-Chair**  
**Reena Dahle**  
*Assistant Professor at SUNY New Paltz*



**Tech Program Co-Chair**  
**Dana Voll**  
*Electrical Engineer at Northrop Grumman*



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**Charles Rubenstein**  
*Professor at Pratt Institute*



**Registration | Local Arrangements**  
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*Engineer at Air Force Research Lab (AFRL)*



**Webmaster | Social Media**  
**Neeta Basantkumar**  
*Process Engineering Mgr at Northrop Grumman*



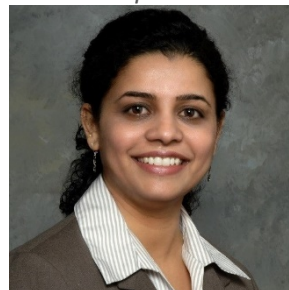
**Career Fair Coordinator**  
**Denise Griffin**  
*Business Intelligence Associate*



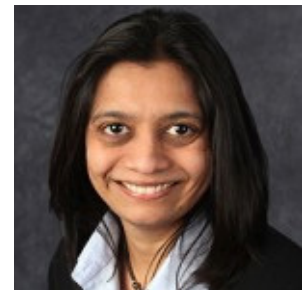
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**Marketing Chair**  
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**Volunteer Coordinator**  
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*Process Engineer at Northrop Grumman*



**Advisor**  
**Nita Patel**  
*Engineering Director at L3 Technologies*



**Publications Chair**  
**Anna Romaniuk**  
*Director of Strategic Initiatives at Telenix Corp.*

THANKS TO ALL OF OUR COMMITTEE MEMBERS  
AND ONSITE VOLUNTEERS!



## SCHEDULE AT A GLANCE

| THURSDAY, 29 NOVEMBER |  |                             |
|-----------------------|--|-----------------------------|
| 04:00 PM – 06:30 PM   | REGISTRATION   |                             |
| 04:30 PM – 06:30 PM   | NETWORKING RECEPTION SPONSORED BY NEW YORK LIFE                              |                             |
| 07:00 PM – 10:00 PM   | SOCIAL EVENT (MEET IN LOBBY TO TRAVEL WITH THE GROUP – EXPENSES ON YOUR OWN) |                             |
| FRIDAY, 30 NOVEMBER   |  |                             |
| 07:00 AM – 04:30 PM   | REGISTRATION   |                             |
| 07:15 AM – 09:40 AM   | WELCOME BREAKFAST & KEYNOTE  |                             |
| 09:40 AM – 10:00 AM   | BREAK & EXHIBITS   |                             |
|                       | <b>TRACK 1: INNOVATION</b>   | <b>TRACK 2: EMPOWERMENT</b> |
| 10:00 AM – 10:30 AM   | PRESENTATION   | PRESENTATION                |
| 10:35 AM – 11:05 AM   | PRESENTATION   | PRESENTATION                |
| 11:10 AM – 11:40 AM   | PANEL  | PRESENTATION                |
| 11:45 AM – 12:15 PM   |  | PRESENTATION                |
| 12:20 PM – 02:00 PM   | LUNCH & KEYNOTE  |                             |
| 02:00 PM – 04:30 PM   | CAREER FAIR & EXHIBITS   |                             |
|                       | <b>TRACK 1: INNOVATION</b>   | <b>TRACK 2: EMPOWERMENT</b> |
| 02:05 PM – 02:35 PM   | PRESENTATION   | PRESENTATION                |
| 02:40 PM – 03:10 PM   | PRESENTATION   | PRESENTATION                |
| 03:15 PM – 03:45 PM   |  | WORKSHOP                    |
| 03:45 PM – 04:30 PM   | BREAK & EXHIBITS   |                             |
| 04:30 PM – 05:15 PM   | KEYNOTES & DAY 1 WRAP-UP   |                             |
| SATURDAY, 1 DECEMBER  |  |                             |
| 07:00 AM – 10:00 AM   | REGISTRATION   |                             |
| 07:15 AM – 09:15 AM   | WELCOME BREAKFAST & KEYNOTE  |                             |
|                       | <b>TRACK 1: INNOVATION</b>   | <b>TRACK 2: EMPOWERMENT</b> |
| 09:20 AM – 10:25 AM   | PANEL  | PRESENTATION                |
| 09:20 AM – 10:25 AM   | TRAIN THE TRAINER “LED WORKSHOP” (SEPARATE REGISTRATION REQUIRED)            |                             |
| 10:30 AM – 11:00 AM   | COFFEE & TRANSITION BREAK  |                             |
| 11:00 AM – 11:30 PM   | KEYNOTE  |                             |
| 11:30 AM – 12:00 PM   | CLOSING PANEL  |                             |
| 12:00 PM – 12:30 PM   | CLOSING REMARKS & RAFFLE DRAWING (SPONSORED BY EILEEN FISHER)                |                             |

## DETAILED SCHEDULE

### THURSDAY, 30 NOVEMBER

04:00 PM – 06:30 PM

PLAZA BALLROOM FOYER

**REGISTRATION**

04:30 PM – 06:30 PM

PLAZA BALLROOM SALONS C-D

**NETWORKING RECEPTION SPONSORED BY NEW YORK LIFE**

07:00 PM – 10:00 PM

WESTCHESTER

**SOCIAL EVENT (SHOPPING AT THE WESTCHESTER FOLLOWED BY DRINKS/SMALL BITES ON YOUR OWN AT CROWNE PLAZA MIX COCKTAIL BAR + KITCHEN)**

### FRIDAY, 1 DECEMBER

07:00 AM – 04:30 PM

PLAZA BALLROOM FOYER

**REGISTRATION**

07:15 AM – 08:00 AM

PLAZA BALLROOM SALONS A-C

**BREAKFAST**

08:00 AM – 08:10 AM (OPENING)

PLAZA BALLROOM SALONS A-C

**OPENING REMARKS**

*Charlotte Blair, Co-Chair, 2018 IEEE WIE FORUM USA EAST*

*Maryam Rahmani, Co-Chair, 2018 IEEE WIE FORUM USA EAST*

08:10 AM – 08:55 AM (KEYNOTE)

PLAZA BALLROOM SALONS A-C

**DEBRA GOLDFARB**

*Intel Fellow and Chief Analyst, Datacenter Market Intelligence Organization at Intel Corporation*

**Stuff I learned along the way that turned out to be important**

Life is filled with experiences and moments that, if we pay attention, often teach us important lessons about who we are and how to navigate our career. Debra will share her own journey and provide some practical advice and sage wisdom about finding your voice, holding on to your value system and embracing the unexpected.

08:55 AM – 09:40 AM (KEYNOTE)

PLAZA BALLROOM SALONS A-C

**JENNIFER HOWLAND**

*Pathways Program for Experienced, Diverse Technical Talent at IBM Corporate Headquarters*

**Real Actions to Overcome Unconscious Biases and Become a More Inclusive Leader**

You may have heard of unconscious bias. You may have attended presentations that focus on what UB is and why it's important to understand and address. But what are real actions you can be taking as a technical or business leader to help overcome your own personal biases, create a culture of inclusion and improve your leadership effectiveness? How do you respond if you feel you have been the subject of unconscious bias? Please join Jennifer Howland, IBM, Executive, Pathways Program for Experienced, Diverse Technical Talent, for the keynote address and have these questions answered in an interactive way from a seasoned technical development executive.



## DETAILED SCHEDULE

|  |                         |
|--|-------------------------|
| <b>09:40 AM – 10:00 AM</b><br><b>COFFEE BREAK &amp; EXHIBITS</b>   | PLAZA BALLROOM SALONS D |
| <hr/>  |                         |
| <b>10:00 AM – 10:30 AM (PRESENTATIONS)</b>   |                         |
| <b>TRACK 1: INNOVATION</b><br><b>SEEKING OPPORTUNITIES FOR INNOVATION AND PROFESSIONAL GROWTH? TRY A TECH STARTUP!</b><br><i>Kimberly Scott, Co-Founder &amp; VP of Data Science at Astraea, Inc.</i><br>Astraea is a startup that is building an integrated platform to bring the power of artificial intelligence and cloud-computing to the broader geospatial community and beyond. I first tell the story of how Astraea was formed and discuss the technical problems we are trying to solve. Through this, I hope to inspire the audience to learn how to channel their technical expertise in order to think like an entrepreneur. I then discuss some of the cultural components of the typical startup environment that help foster creative thinking and innovation and demonstrate how startups can provide unique opportunities to rapidly develop a broad range of professional skills. I conclude by addressing common startup myths and provide some useful context that can help you decide whether a job at a startup is a good fit for you.   | SCARSDALE               |
| <b>TRACK 2: EMPOWERMENT</b><br><b>EXPERIENCES OF WOMEN WORKING IN TECH</b><br><i>Lesleigh Campanale, Manager, Strategic Research at IEEE</i><br><i>Kristen Russell, Program Specialist at IEEE</i><br>In 2017, IEEE sent a survey to all IEEE Higher Grade, female members to learn what it means to be a woman working in tech. The response to the survey was extraordinary. Not only did over 20% of the women respond, over 1,400 people took time to provide detailed descriptions late in the survey related to what they think associations like IEEE can do to help make positive change for women employed in tech.<br><br>The goal of the proposed presentation will be to share the background on this project, the most meaningful results, and what IEEE is doing with the results so far. What else we do with the session can be determined by what would fit best with the forum. In the past, we have had women share their stories, their thoughts on what IEEE can do, and more. We are completely flexible to what would fit best.   | PLEASANTVILLE           |
| <b>TRACK 3: LEADERSHIP</b><br><b>FEMALE LEADERSHIP AND ITS IMPACT ON SEXISM</b><br><i>Brandi Coon, Senior at Marist College</i><br><i>Allisa Sytsma, Junior at Marist College</i><br><i>Katerina Tzannes, Junior at Marist College</i><br>Despite the fact that companies exhibiting female leadership in the technological industry perform better financially and innovatively, the number of women in technology is declining. This can be attributed to discrimination against women in technology remaining commonplace as well as lack of empowerment for women involved with or considering a career in technology. Whether it be everyday assumptions on inferior capabilities or larger scale aggressions such as not being promoted or hired, women in technology often face different standards than their male peers. This is in large part due to a large gender gap and lack of female leadership. Women are often seen as outsiders, and many women have experiences with being forced to prove themselves. In this presentation we will discuss sexism in the workplace and classroom, as well as female leadership and its effect on this imbalance including our own leadership experience as women in technology. | LARCHMONT               |

## DETAILED SCHEDULE

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### 10:35 AM – 11:05 AM (PRESENTATIONS)

#### TRACK 1: INNOVATION

SCARSDALE

##### GET READY FOR BIG DATA

*Cheryl Connors, Lead Information Systems Engineer at The Mitre Corporation*

*Mandira Hegde, Data Engineer at The Mitre Corporation*

This completed talk provides an introduction to: 1) Big Data and its potential use cases, 2) the overall engineering process of how Big Data is turned into useful information, and 3) a demo of the Hadoop toolset.

The engineering discussion includes a walkthrough of various (amusing!) scenarios of what can go wrong with data collection, and steps on how to avoid common data issues. The talk also explains the value and application of Big Data analysis toolsets, then walks attendees through the analysis of an example dataset using the Hadoop framework. We hope that the audience walks away with an increased understanding of the relevance of Big Data, the capabilities of the existing analysis tools, and the criticality of properly setting up the initial engineering process to ensure that the analysis results are useful and impactful to the decision makers in any business.

#### TRACK 2: EMPOWERMENT

PLEASANTVILLE

##### INCREASING RETENTION OF FEMALE ENGINEERS VIA VERTICAL SUPPORT GROUPS

*Lorraine Parker, Director of Diversity and Student Programs at the Virginia Commonwealth University*

*Afroditi V. Filippas, Associate Dean for Undergraduate Studies at the Virginia Commonwealth University*

Reasons given for female students not completing programs of study in engineering and computer science include dealing with a men's club atmosphere, lack of self-confidence, battling the social stereotype, feeling they need to be less feminine in order to succeed, and handling unconscious bias from teachers and family. The goal of Vertically Integrated Networking for Engineers (VINE) is to battle these problems by providing a sense of belonging. Women who feel that they belong in the engineering community are better prepared to handle the issues listed above. A VINE group consists of four women, one from each academic year, within a specific discipline. VINE groups meet independently as often as they wish, but funding is provided for each VINE group to have a College of Engineering- sponsored coffee morning once a month. Topics are provided as a basis for discussions. Relevant speakers are brought in to provide further support.

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### 10:35 AM – 11:40 AM (WORKSHOP)

#### TRACK 3: LEADERSHIP

LARCHMONT

##### PRODUCTIVITY FOR YOUR \*WHOLE\* LIFE: CRITICAL STEPS FOR INCREASED PRODUCTIVITY

*Linda Stacy, CEO & Founder at LivingBluPrints*

In organizations, people are the most expensive, and most valuable, resource. A common factor is that we don't teach/learn H.O.W. to work optimally. We overlook aspects of dynamic work environments; how individuals and teams approach tasks, priorities, overwhelm, fatigue, distractions, emergencies ... even internal energy reserves. We fail to teach fundamentals that drive motivation and personal empowerment – the same keys that drive excellence, career and organizational growth. In this session you will not only learn three critical levers for fully optimized workday, you'll get a chance to interact with your peers and structure a framework for immediate action.

Key Take-Aways

- + Understand critical levers to allow identification and optimal execution of key priorities
- + Build customized/personal success equations based on The H.O.W. Advantage model
- + Carve personal critical paths/action steps for immediate application



## DETAILED SCHEDULE

11:10 AM – 12:15 PM (PANEL)

**TRACK 1: INNOVATION**

SCARSDALE

### EMBRACING DIVERSITY & INCLUSION & TRANSFORMING OUR FUTURE

*Moderator: Valentina Videva Dufresne, Sr. Director of Business Operations in The Office of the CTO at Sensata Technologies*

*Panelist: Oljeta Qirko, Design Manager at Sensata Technologies*

*Panelist: Frank Sienkiewicz, Design Engineering Manager at Sensata Technologies*

*Panelist: June Park, Senior Member of the Technical Staff at Sensata Technologies*

*Panelist: Doug Strott Distinguished Member of the Technical Staff at Sensata Technologies*

Sensata has been on a journey to increase all forms of diversity and create an inclusive environment. We started by recognizing a gender gap in our upper level technical roles and have since broadened the scope to include all forms of diversity from inherent (e.g. race, gender, sexual orientation, etc.) to acquired (e.g. thought, skills, language, social, etc.). Join the discussion as we provide an update on our progress for those that attended last year's WiE IEEE East in Baltimore, focus on the learning from our Technical Coaching Program and Enhanced hiring process. Particularly exciting for the Sensata team are our new venture initiatives - we are using a venture funding like business construct to enter new markets related to electrification and smart vehicles. We'll discuss how we can inflect change as we establish the organizations in this space and build upon diversity and inclusion as an enabler for success!

11:10 AM – 12:15 PM (PRESENTATIONS)

**TRACK 2: EMPOWERMENT**

PLEASANTVILLE

### BOOLEAN GIRL-ENGINEERING AN INCLUSIVE FUTURE

*Sarah Eastman, Co-Founder and Co-Owner at Boolean Girl*

Women are underrepresented in STEM fields, and Boolean Girl is determined to do something about it. We are a non-profit whose mission is addressing the declining numbers of girls and women in STEM by engaging girls in grades three through eight with meaningful, hands-on instruction and sustained exposure to computer science and engineering in a collaborative and welcoming environment. We will briefly discuss the challenges facing women in the STEM fields, the history of our organization and how our hands-on project-based courses are inspiring girls to be STEM leaders. Want to have an IMPACT? We will present ways that fellow engineers can support our cause including starting clubs in your area and other things everyone can do to help diversify these crucial industries of the future.

11:45 AM – 12:15 PM (PRESENTATIONS)

**TRACK 3: LEADERSHIP**

LARCHMONT

### HOW TO ROBOT CHALLENGE

*Christina Young, Industrial Engineer at the Federal Aviation Administration*

Do you want to engage local students, generate interest in STEM fields, and encourage creativity? Learn how an all-volunteer effort annually guides about 100 students through the process of building a walking robot from a box of simple parts. Major deliverables include a written report, oral presentation, and robot fabrication. The grand finale is a fun event with team costumes, presentations, and robots racing for a trophy. WIE of Southern New Jersey is embarking on its 10th year of running a Robot Challenge, based on the concept developed by the IEEE Baltimore section. Hear what is involved in planning, kickoff, coordinating, and mentoring leading up to the big event. Dr. Christina Young is the current chair and runs the program with her dedicated team of topic leads and a small army of volunteers and local teachers. Her day job is conducting research in air traffic control for the FAA.

## DETAILED SCHEDULE

**12:20 PM – 01:15 PM**

**BUFFET LUNCH**

PLAZA BALLROOM SALONS A-C

**01:15 PM – 02:00 PM (KEYNOTE)**

**JELENA KOVAČEVIĆ**

*Dean of the Tandon School of Engineering at New York University*

**STEM hidden figures**

I will share my personal story and thoughts on how my thinking transformed on the subject over the years starting as a little “math geek”, through high-school and university years, followed by PhD at Columbia University and my career since. I will share how the position of Department Head of ECE at Carnegie Mellon helped evolve my thinking and what I am doing as the Dean of the NYU Tandon School of Engineering.

PLAZA BALLROOM SALONS A-C

**02:00 PM – 04:30 PM**

**CAREER FAIR**

PLAZA BALLROOM SALON D,  
PLAZA FOYER AND POOL PATIO

**02:05 PM – 02:35 PM (PRESENTATIONS)**

**TRACK 1: INNOVATION**

PLAZA BALLROOM SALONS A-C

**TECHNOLOGY-FOCUSED POLICY DEVELOPMENT – THE PATH TO AN ETHICALLY-BASED, ROBUST FUTURE**

*Maura Moran, Partner at Cambridge Technology Law LLC*

Today, technology and politics are so inextricably intertwined that understanding technology is essential to address today’s most vexing, complicated issues. Technologists are needed not only for their knowledge but also their problem-solving expertise. Examples of public policy areas in critical need of technological input include cybersecurity, immigration, energy policy, manufacturing, robotics, and autonomous vehicles. In addition, engaging in policy development allows technologists to understand and apply larger context to their lives’ work. We will discuss technology-focused policy development, using development of Artificial Intelligence (AI) policy at the IEEE and IEEE-USA as a test case.

**02:05 PM – 02:35 PM (PRESENTATION)**

**TRACK 2: EMPOWERMENT**

LARCHMONT

**THE THREE PILLARS OF EMPOWERMENT IN THE WORKPLACE: COMMUNICATION, CONFIDENCE, AND SELF-EFFICACY**

*Nicole Newmeyer, Capabilities Strategy Lead for the Internet of Things Enterprise Functional Team at the NSA*

*Victoria Richard, Program Manager at Greenberg Traurig, LLP*

Communication and confidence are two aspects of leadership that are often cited as markers of success. However, they are frequently discussed in vague or academic terms, and lacking practical applications specific to women in leadership. We view communication and confidence as two pillars of the foundation that supports empowerment, particularly around career development and mentorship among female leaders. Communication is the act of creating understanding, or “truth” between people; confidence is the state of feeling sure about that truth. The third pillar is self-efficacy; this involves self-awareness of our own actions, and the belief that we can affect change. Self-efficacy is inextricably linked to the success (or failure) to build and maintain both effective communication and durable confidence. In this session, we’ll discuss how these three concepts can be used together to identify and address issues such as systemic, unconscious bias on our teams, and professional mentorship and advocacy.



## DETAILED SCHEDULE

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### 02:05 PM – 02:35 PM (PRESENTATION)

#### TRACK 3: LEADERSHIP

SCARSDALE

##### LEADERSHIP BY INFLUENCE

*Theresa Caragol, Founder and CEO at Achieve Unite*

Achieve Unite, LLC, an established, innovative partner advisory company that helps generate maximum results from their channel and alliance organizations, has launched ACE: Leadership by Influence. The ACE program was developed by women experts in the Channel and Leadership industries with a combined 75+ years of experience.

This uniquely designed presentation, born from the ACE program, will provide participants with high quality tools and insights into their professional development. It will cover key areas, including adaptive leadership, enhancing women's channel expertise and inspiring others to action. The presentation will enable participants to learn from others and empower them to grow as a professional channel leader and mentor.

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### 02:40 PM – 03:10 PM (PRESENTATION)

#### TRACK 3: LEADERSHIP

SCARSDALE

##### FROM EXECUTION TO STRATEGY: INDIVIDUAL CONTRIBUTOR TO LEADER

*Amory Wakefield, Director of Product at True Fit Corporation*

All successful endeavors rely on a combination of vision, strategy and execution. Many technical contributors focus and succeed at the execution phase of projects, but to develop as a leader requires strategic thinking. It is a key business skill. Developing strategy is necessary to lead projects or teams most effectively. Sometimes thought of as an inherent skill and hard to teach, people can struggle with how to grow in this area. This presentation will discuss practical ways to learn and practice strategic thinking.

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### 02:40 PM – 03:45 PM (WORKSHOPS)

#### TRACK 1: INNOVATION

PLAZA BALLROOM SALONS A-C

##### HOW TO HAVE THE CONVERSATIONS THAT YOU'VE BEEN AVOIDING

*Joanne Vitali, Founder at Vitali Workshops & Coaching*

Sometimes the most terrifying thing is a blank page. Based on content developed for a college technical writing class, this presentation emphasizes what to keep in mind when writing technical articles and papers. We will discuss purpose, audience, and revising for clarity, as well as a quick rundown of some common grammar and punctuation sticking points.

Engineers who are on the job 3-5 years reported that 65% of their time spent communicating, and of that, 32% was written. Companies value people who can communicate, and you are judged by the quality of your writing. With some sweat and mental exercising, you can improve your writing incrementally throughout your career. This workshop aims to help "If you feel stuck — in a relationship, in your career, at home — chances are a conversation you are avoiding is keeping you there. As women, we can have difficulty having our voices heard. Taught to 'be nice', it can be extra hard for us to have the conversations that we need to have.

This session will help you handle these conversations — conversations that occur when:

- + the stakes are high,
- + emotions run strong, and
- + opinions vary.

With conversation techniques you will learn, you'll be able to prepare for these high-stakes situations with proven techniques and transform anger and hurt feelings into powerful dialogue. You will learn how to: make it safe to talk about almost anything, be persuasive not abrasive, improve nearly every professional and personal relationship.

## DETAILED SCHEDULE

### 02:40 PM – 03:45 PM (WORKSHOPS)

#### TRACK 2: EMPOWERMENT

PLEASANTVILLE

#### **TORCH WORKSHOP (ADVANCE REGISTRATION REQUIRED)**

*Charles Rubenstein, Treasurer, 2018 IEEE WIE FORUM USA EAST*

Light-emitting diodes (LEDs) are behind most of today's displays and lighting designs. Learn about LEDs, how to design with them, and how to teach others to build a /solderless/ LED 'Torch' from the IET and then how to /solder/ an LED Badge from the Learn to Solder Booth at World Maker Fiare NY during this 65-minute session. Materials and tools are available for up to 15 attendees. Limited numbers of additional parts kits will be available for purchase. Presented by again this year by Dr. Charles Rubenstein who has been the IEEE volunteer coordinator for the Learn to Solder Booth at the World Maker Faire New York (WMFNY) for the past five years and has curated and coordinated the IEEE Booth at WMFNY for the past seven years. Rubenstein, a professor of engineering and technology at Pratt Institute and Farmingdale State College (SUNY), is also the Chair of the IET (Institution for Engineering and Technology) New England Network - a northeastern US group of one of IEEE's sister societies. Fellow IEEE NY Section officer Bob Pellegrino who has also served as a Learn to Solder Coach at the WMFNY will assist as he did last year.

### 03:15 PM – 03:45 PM (PRESENTATION)

#### TRACK 3: LEADERSHIP

SCARSDALE

#### **LAUNCH YOUR CAREER AND KEEP IT SOARING**

*Marie Cole, Distinguished Engineer at IBM*

*Ranjana Godse, Staff Memory Engineer at IBM*

How do you start your technical career on the right path? How do you maintain momentum for success throughout your career? Learn from the combined insights of a recent graduate and an experienced professional. Lessons from a recent hire can help both those entering the workforce and those reinventing themselves for new challenges and opportunities in the work place. The voice of experience can provide mentoring relevant throughout a career and motivation for greater success. Guidance for starting new job roles includes embracing challenges, staying positive and taking risks. Recommendations for on-going career advancement include learning continuously, developing technical eminence, and giving back to colleagues. This interactive presentation will share insights from the perspectives of both early tenure and experienced professionals. Attendees will be inspired to focus on their career development and aspire to greater achievements through thought provoking discussion and guided self-reflection.

### 03:45 PM – 04:30 PM

#### **COFFEE BREAK & EXHIBITS**

PLAZA BALLROOM SALON D AND  
POOL PATIO

### 04:30 PM – 05:00 PM (KEYNOTE)

PLAZA BALLROOM SALONS A-C

#### **SIDNEY SOLLAZO**

*Manager of North America Channels at Rockwell Automation*

***Courage + Confidence = Success***

As women, we tend to believe that putting our heads down, working hard, and going beyond the job will get us promoted or noticed.... yet we all can think of examples, reflecting on our peers or even ourselves, where working hard and being the best has not been enough to get recognized or rewarded. In this session we will discuss strategies to build your courage and confidence, and you will walk away with actionable tactics you can leverage immediately to take control of your career and your life.

### 05:00 PM – 05:15 PM (CLOSING)

#### **CLOSING REMARKS**

*Charlotte Blair, Co-Chair, 2018 IEEE WIE FORUM USA EAST*

*Maryam Rahmani, Co-Chair, 2018 IEEE WIE FORUM USA EAST*



## DETAILED SCHEDULE

| SATURDAY, 1 DECEMBER   |                             |
|--|-----------------------------|
| <b>07:00 AM – 10:00 AM</b><br><b>REGISTRATION</b>  | PLAZA BALLROOM FOYER        |
| <b>07:15 AM – 08:00 AM</b><br><b>BREAKFAST</b>   | PLAZA BALLROOM SALONS A-C   |
| <b>08:00 AM – 08:45 AM (OPENING)</b><br><b>DAY 2 OPENING REMARKS</b><br><i>Babak Beheshti, Region 1 Director at IEEE</i>   | PLAZA BALLROOM SALONS A-C   |
| <b>08:45 AM – 09:15 AM</b><br><b>LINDA SIMENSKY</b><br><i>VP, Children's Programming at PBS</i><br><b>PBS KIDS: How to use media to influence young girls to pursue STEM careers</b><br>In 2008, accredited forensic science programs in the United States showed that 75 percent of their graduates were women, an increase from about 64 percent in 2000. Why? The "CSI effect" - how the series showed a proportional number of women in leading scientific roles. PBS KIDS recognizes the power of media and how TV can have an effect on how children view STEM and themselves within it, especially during the significant preschool years. Join Linda Simensky as she discusses how media can affect girls' beliefs about what they can achieve, and how PBS KIDS approaches these topics with characters and stories aimed to spark their innate passion for learning.   | PLAZA BALLROOM SALONS A-C   |
| <b>09:20 AM – 10:25 AM (PRESENTATIONS)</b><br><b>TRACK 1: INNOVATION</b>   | PLAZA BALLROOM - SALONS A-C |
| <b>IOT PANEL: SECURE IOT IMPLEMENTATION IMPROVING PEOPLE'S LIVES</b><br><b>Moderator: Maryam Rahmani, Global Partnership Officer of the Global Cyber Alliance</b><br><b>Panelist: Angel Grant, Director of Identity, Fraud and Risk Intelligence at RSA</b><br><b>Panelist: Trisala Chandaria, CEO and co-founder at Temboo</b><br><b>Panelist: Adnan Baykal, Chief Technical Advisor and the Chair of the Technical Advisory Committee for the Global Cyber Alliance</b><br>Gartner forecasts more than 21 Billion Internet-of-things (IoT) devices in existence by 2020. An IoT device could be a smart home appliance, a smart building, an autonomous vehicle, and or an unmanned aerial system (UAS) used for package delivery. What IoT devices have in common are their ability to improve human experiences by harnessing the power of sensor-generated data and technology. IoT devices can help with monitoring and tackling air pollution challenges; enhancing water management; generating more crops; improving public safety and many more use cases. Our panelists discuss the most impactful IoT apps that are making a tremendous different mainly in the impoverished areas. As well as the importance of having cybersecurity and privacy built in from the onset in all IoT implementation to prevent catastrophes in the future. |                             |

## DETAILED SCHEDULE

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### 09:20 AM – 10:25 AM (PRESENTATIONS)

#### TRACK 2: EMPOWERMENT

LARCHMONT

##### **TECHNICAL WRITING WORKSHOP - WRITING TIPS FOR ENGINEERS**

*Janine Love, Event Director at Horizon House Publications, Inc.*

Sometimes the most terrifying thing is a blank page. Based on content developed for a college technical writing class, this presentation emphasizes what to keep in mind when writing technical articles and papers. We will discuss purpose, audience, and revising for clarity, as well as a quick rundown of some common grammar and punctuation sticking points.

Engineers who are on the job 3-5 years reported that 65% of their time spent communicating, and of that, 32% was written. Companies value people who can communicate, and you are judged by the quality of your writing. With some sweat and mental exercising, you can improve your writing incrementally throughout your career. This workshop aims to help

#### TRACK 3: LEADERSHIP

SCARSDALE

##### **ENHANCE YOUR COLLEAGUES' CREATIVITY THROUGH SELFLESS LISTENING**

*Hannah Blau, Research Software Engineer at The Jackson Laboratory for Genomic Medicine*

This session will teach participants a disciplined form of listening designed to help a colleague elaborate and clarify ideas that may still be fuzzy in her mind. The effort of explaining the idea and answering questions posed by the listener will push the client to figure out what she wants to say. Unlike the more common idea of brainstorming, selfless listening is an inherently asymmetric activity. The listener must avoid offering advice or championing her own ideas. The goal is to create a space of intellectual safety in which the client can develop her ideas without fear of criticism. After an introduction to selfless listening, session participants will practice the technique in pairs. If you plan to attend, please choose a scientific question or business problem arising currently in your work that you are willing to discuss with your practice partner. No need to identify a partner in advance.

#### TRACK 4: WORKSHOP

PLEASANTVILLE

##### **TORCH WORKSHOP (ADVANCE REGISTRATION REQUIRED)**

*Charles Rubenstein, Treasurer, 2018 IEEE WIE FORUM USA EAST*

Light-emitting diodes (LEDs) are behind most of today's displays and lighting designs. Learn about LEDs, how to design with them, and how to teach others to build a /solderless/ LED 'Torch' from the IET and then how to /solder/ an LED Badge from the Learn to Solder Booth at World Maker Faire NY during this 65 minute session. Materials and tools are available for up to 15 attendees. Limited numbers of additional parts kits will be available for purchase. Presented by again this year by Dr. Charles Rubenstein who has been the IEEE volunteer coordinator for the Learn to Solder Booth at the World Maker Faire New York (WMFNY) for the past five years and has curated and coordinated the IEEE Booth at WMFNY for the past seven years. Rubenstein, a professor of engineering and technology at Pratt Institute and Farmingdale State College (SUNY), is also the Chair of the IET (Institution for Engineering and Technology) New England Network - a northeastern US group of one of IEEE's sister societies. Fellow IEEE NY Section officer Bob Pellegrino who has also served as a Learn to Solder Coach at the WMFNY will assist as he did last year.

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### 10:30 AM – 11:00 AM

PLAZA BALLROOM SALON D

#### **COFFEE BREAK**

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### 11:00 AM – 11:30 AM (KEYNOTE)

PLAZA BALLROOM SALONS A-C

#### **JIM JEFFRIES**

*2018 IEEE President*

#### **SANDRA "CANDY" ROBINSON**

*2018 IEEE-USA President*



## DETAILED SCHEDULE

11:30 AM – 12:00 PM (PANEL)

PLAZA BALLROOM SALONS A-C

### SKILLS EMPLOYERS WANT IN 2022

*Moderator: Charlotte Blair, Lead Application Engineer for ANSYS*

*Panelist: Dana Voll, Electrical Engineer at Northrop Grumman*

*Panelist: Valentina Videva Dufresne, Sr. Director of Business Operations in the Office of the CTO at Sensata Technologies*

*Panelist: Nita Patel, Senior Director, Engineering at L3 Technologies*

According to a recent report from the World Economic Forum by 2022 the skills required to perform most jobs will have shifted significantly. Growing in prominence include analytical thinking and active learning as well as skills such as technology design, highlighting the growing demand for various forms of technology competency. However, “Human” skills such as creativity, originality and initiative, critical thinking, persuasion and negotiation, emotional intelligence, leadership and social influence will likewise retain or increase their value, as well.

This panel will discuss:

- + Do these skills better appeal to females?
- + Are they in the so-called wheelhouse of females, and/or can they help to increase the number of women in STEM careers?
- + Regardless of gender, how do we measure, evaluate, and perceive these skills?
- + Do these skills even apply to our industry?
- + As employees, how do we get them?
- + As employers, how do we help our employees develop them?

12:00 PM – 12:30 PM

PLAZA BALLROOM SALONS A-C

### CLOSING REMARKS

*Charlotte Blair, Co-Chair, 2018 IEEE WIE FORUM USA EAST*

*Maryam Rahmani, Co-Chair, 2018 IEEE WIE FORUM USA EAST*

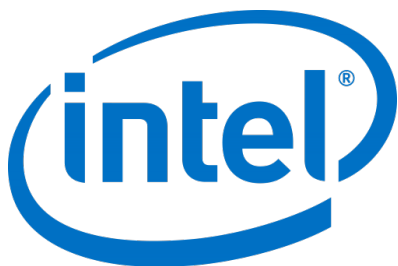
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## FORUM KEYNOTES



### **DEBRA GOLDFARB**

*Intel Fellow and Chief Analyst, Datacenter Market Intelligence Organization at Intel Corporation*

Debra is an Intel Fellow and the Chief Analyst in Intel's Datacenter Market Intelligence Organization. She is responsible for leading the vision, roadmap and analytic investments for developing a world class Market Intelligence organization. Previously, she spearheaded DCG's efforts in expanding the use of HPC into new markets and was instrumental in defining strategy and pathfinding for DCG's Technical Computing Group. Prior to Intel, Debra led strategy and evangelism for Microsoft's Technical Computing organization, launching its Technical Computing Executive Advisory Council and driving several high-profile collaborations including the Gates Foundation's Malaria initiative. Debra started her career as an industry analyst at IDC, launching its HPC practice and running its Server, Channels and Semiconductor businesses. She identified the shift in computing and healthcare, leading IDG into the life sciences arena with the launch of Bio-IT and associated businesses. Her work as one of the founding leaders of HPC helped shaped US technology policy and the global HPC ecosystem. Outside of Intel, she is actively involved in diversity and STEM initiatives. She is a devoted mom and an avid skier.



### **JENNIFER HOWLAND**

*Pathways Program for Experienced, Diverse Technical Talent at IBM Corporate Headquarters*

Jennifer is the executive of IBM's Pathways Program for experienced, diverse technical talent, a worldwide program to develop and implement bold actions to increase the representation of women and under-represented minorities in IBM's technical executive positions by attracting, recruiting, developing and progressing experienced mid-career technical talent into these leadership roles. Jennifer's 33 years in IBM as an engineer, manager and executive has spanned engineering, strategy, product and services development, business and process transformation and service delivery. Through her numerous management and executive level roles in male-dominated environments she has always been passionate about helping women advance their careers.

Jennifer is a graduate of Clarkson University where she received a Bachelor of Science in electrical and computer engineering. She received her master's degree in manufacturing systems engineering from Rensselaer Polytechnic Institute. Jennifer is an active leader with DiscoverE and is the campus liaison executive for women in technology at Clarkson. She is on Clarkson University's Honor's Program Advisory Council. Jennifer was recognized in 2017 as one of Good Housekeeping's '10 Women Changing the Way We See the World' as a leader in science and technology and will be featured in the December issue of Hudson Valley Magazine honoring women in business in the Hudson Valley region of New York. She has two grown daughters.



### **JELENA KOVAČEVIĆ**

*Dean of the Tandon School of Engineering at New York University*

JELENA KOVAČEVIĆ received a Ph.D. degree from Columbia University. She then joined Bell Labs, followed by Carnegie Mellon University in 2003, where she was currently the Hamerschlag University Professor and Head of the Department of ECE, and a Professor of BME. She is currently the William R. Berkley Professor and Dean of the Tandon School of Engineering at New York University. She received the IEEE Signal Processing Society Technical Achievement Award, Dowd Fellowship at CMU, Belgrade October Prize, and the E.I. Jury Award at Columbia University. She has co-authored a number of award-winning papers and is a coauthor of the textbooks Wavelets and Subband Coding and Foundations of Signal Processing. Dr. Kovačević is the Fellow of the IEEE and was the Editor-in-Chief of the IEEE Transactions on Image Processing. She was a keynote speaker at a number of meetings and has been involved in organizing numerous conferences. Her research interests include applying data science to a number of domains such as biology, medicine and smart infrastructure; she is an authority on multiresolution techniques, such as wavelets and frames.

## FORUM KEYNOTES



### **JIM JEFFRIES**

*2018 IEEE President*

Jim Jeffries worked at AT&T and Lucent Technologies for 33 years in engineering and executive positions including fiber optic cable development and manufacturing, Quality Assurance, and Supply Chain Management. He managed the engineering teams that delivered the first commercial fiber optic cables for the Bell System. Additional experiences included major technology transfers, innovative manufacturing development, and competitive strengthening of distribution operations and export of US built products. He also worked in the entrepreneurial sector teaming with fellow Stanford business school graduates as COO for USBuild.com in San Francisco. He has lived and worked in every region of the US with positions ranging from large companies to start-up businesses.

He received his BS in Electrical Engineering from the University of Nebraska and an MS in Engineering Science from Clarkson University. He attended the Stanford University Graduate School of Business as a Sloan Fellow and completed an MS in Management.

He is a register Professional Engineer P.E. (emeritus) and member of Eta Kappa Nu.



### **SANDRA L. "CANDY" ROBINSON**

*2018 IEEE-USA President*

Candy Robinson is currently a Software Engineering Manager for Lockheed Martin MST, assigned to the F-35 program. She worked as a design and software engineer for Lawrence Livermore National Laboratory, the Superconducting Super Collider Laboratory, and for the Boeing Company. She has published papers at the IEEE Nuclear Science Symposium and for the SWE National Convention. She is a Distinguished Toastmaster, ACM member, IEEE Certified Software Development Professional (CSDP), and Life member of SWE.

She has served in many career guidance activities, including MathCounts, IEEE's Teacher in Service Program (TISP), Girl Scout badge workshops, science fair judging, career fair presentations, Expanding Your Horizons conference chair and presenter, and Future Cities judge.

She received a BSEE degree from the University of Texas at Austin (1977), an MSCS degree from the University of California at Davis (1986), and an MBA in Engineering and Technology Management from the University of Dallas (1999).

## FORUM KEYNOTES



### **LINDA SIMENSKY**

*VP, Children's Programming at PBS*

As Vice President of Children's Programming at PBS, Linda Simensky collaborates with producers, co-production partners, PBS station programmers, and distributors throughout the development, production, post-production, and broadcast phases for PBS KIDS programming.

Linda's efforts in transforming PBS KIDS' lineup for preschool- and school-age children over the past several years have brought PBS to the forefront of the children's media space. The American public rates PBS KIDS as the most trusted educational media brand for children, and PBS KIDS programs consistently rank number one with moms and in the top five with preschoolers. PBS KIDS also was named Channel of the Year in Kidscreen's 2012 broadcasting awards.

Since joining PBS in 2003, Linda has worked with renowned producers to develop hit shows that now reach 82% of all kids ages 2-8 in the U.S. – from CURIOUS GEORGE and THE CAT IN THE HAT KNOWS A LOT ABOUT THAT, to WILD KRATTS and WORDGIRL. Linda also helped bring PBS KIDS' newest series to fruition: DANIEL TIGER'S NEIGHBORHOOD, a program that brings Fred Rogers' social-emotional curriculum to a new generation of children. Linda is currently working on PEG + CAT, a new PBS KIDS preschool math series, premiering this fall.

Building on PBS KIDS' mission to offer educational media content to kids across all platforms, Linda also works closely with PBS KIDS' interactive team to build a cross-platform media experience for kids across all PBS KIDS media properties.

Before joining PBS, Linda was Senior Vice President of Original Animation for Cartoon Network, where she oversaw development and series production of "The Powerpuff Girls," among others. She began her career working for nine years at Nickelodeon, where she helped build the animation department and launch the popular series "Rugrats," "Doug" and "The Ren & Stimpy Show." Linda is a frequent speaker and writer on the topic of children's programming; she has presented at numerous animation and television conferences and her work has appeared in several books on animation and children's media.



### **SIDNEY SOLLAZO**

*Manager of North America Channels at Rockwell Automation*

Sidney Sollazo is the Manager of North America Channels at Rockwell Automation. In this role, she works with 30+ Independent wholesale electrical distributor partners on market access strategy, policy and programs. In her over 20-year career at Rockwell Automation, Sidney has held a variety of roles including Marketing Manager, Sales Manager and Business Development Manager and has lived in Milwaukee, Cleveland, Minneapolis, New York City and Hong Kong.

Sidney holds a Bachelor of Science in Civil Engineering from Tufts University, as well as a Certificate in Industrial Distribution from Texas A&M University. Her husband Tony is a Strategic Account Manager at Rockwell Automation and the couple have two children - Olivia (9) and Sam (6). Outside of work Sidney enjoys eating, traveling, and hiking – preferably all together.



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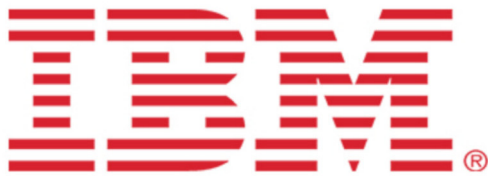
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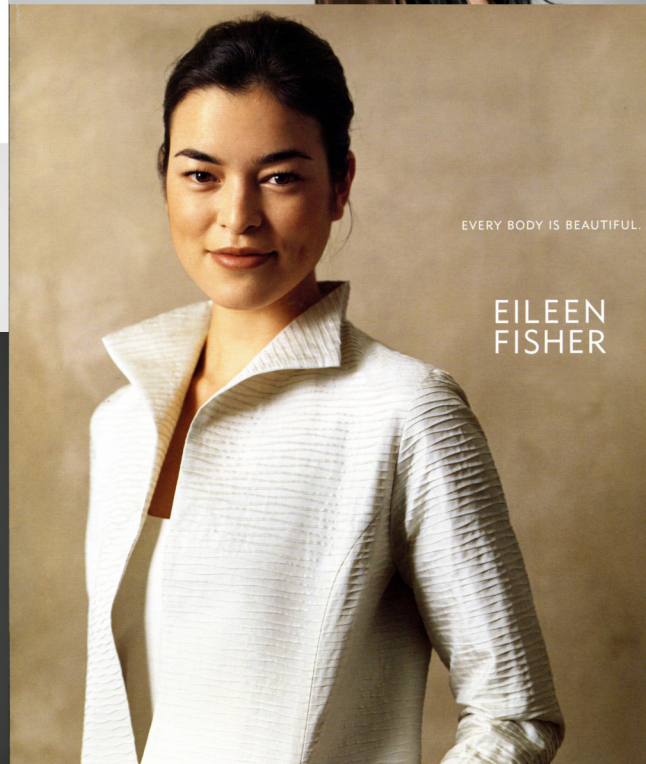
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## FORUM SPEAKERS



### **ADNAN BAYKAL**

*Chief Technical Advisor and the Chair of the Technical Advisory Committee for the Global Cyber Alliance*

Adnan Baykal is the Chief Technical Advisor and the Chair of the Technical Advisory Committee for the Global Cyber Alliance, a not-for-profit organization whose mission is to eliminate cyber risks around the globe. Before taking this role, Mr. Baykal served as Vice President of Operations at the Center for Internet Security (CIS), an internationally recognized not-for-profit organization that provides cybersecurity services and support to state, local, tribal, and territorial governments throughout the United States. Mr. Baykal oversaw all technical incident response and forensic analysis activities for CIS and for the Multi-State Information-Sharing and Analysis Center (MS-ISAC). Prior to this role, Mr. Baykal served as the Vice President of Security Services as well as the Director of the CIS Cybersecurity Emergency Response Team (CERT). As the Director of CIS CERT, he managed a highly select group of expertly skilled individuals responsible for providing rapid cybersecurity and incident response services to all state and local governments across the United States. Mr. Baykal is acknowledged internationally as a technical expert in cybersecurity. With over a decade of experience leading complex operations in large-scale network monitoring, incident response, computer forensics and malware analysis, Mr. Baykal has become a global resource for detecting, identifying, analyzing and combatting cyber threats on enterprise systems and networks. Over the course of his career, Mr. Baykal has supported public and private sector enterprises in increasing their cybersecurity posture and in improving their practice. With academic degrees in both applied mathematics and in Computer science, he worked closely with the FBI, the United States Secret Service, and other federal, state, and local law enforcement agencies using his cybersecurity expertise and operational experience. His engaging ability to clearly explain complex technical subjects has made him a much sought-after subject matter expert.



### **BABAK BEHESHTI**

*Region 1 Director at IEEE*

Babak D. Beheshti is professor and interim dean of the College of Engineering and Computing Sciences at New York Institute of Technology (NYIT). The School has approximately 3000 students, including undergraduate and graduate programs in two New York campuses, as well as in Vancouver, BC, Canada. Babak has been a full-time faculty member at NYIT for more than 30 years. Over the last 20+ years, Beheshti has worked in R&D with companies in the embedded systems and wireless technology industry. He has successfully managed joint R&D programs with Asian, European, and U.S. companies, including Siemens Mobile, Nokia, Samsung, KDDI, and LG. An active member of IEEE since 1991, Beheshti is currently a member of the IEEE Board of Directors, having held positions at section, region, and major board levels. He has been a member of the IEEE's Publication Services & Products Board (PSPB), as well as the Member and Geographic Activities (MGA) Board. Beheshti is a recipient of the IEEE MGA Leadership Award; the IEEE Millennium Medal; the IEEE Long Island Section Athanasios Papoulis Outstanding Educator Award, given for noteworthy contributions to engineering education; and three IEEE Region 1 Awards, including a 2008 IEEE Northeastern Region Technical Innovation Award "For Providing Technical Leadership in the Development of State-of-the Art Reconfigurable Wireless Technologies." Beheshti received his Ph.D. in electrical engineering at the University of Massachusetts, Dartmouth and master's and bachelor's degrees at the State University of New York at Stony Brook.



## FORUM SPEAKERS



### **HANNAH BLAU**

*Research Software Engineer at The Jackson Laboratory for Genomic Medicine*

Hannah Blau is a Research Software Engineer at The Jackson Laboratory for Genomic Medicine (Farmington, CT), working on projects in computational biology. She earned the B.A. in French from Yale University, M.S.E. in Computer and Information Science from the University of Pennsylvania, and Ph.D. in Computer Science from the University of Massachusetts Amherst. Hannah gained international experience at the Artificial Intelligence Center of the Bull Corporation (Louvenciennes, France) and in the Machine Learning Group of the Daimler-Benz Research Centre (Ulm, Germany). She also worked as a Research Scientist in the Automated Reasoning Group at the Honeywell Technology Center (Minneapolis, MN). Hannah has been a selfless listener since her college days, when friends would seek her out to discuss their paper topics. Her transition from literature to science made her alert to patterns of communication surrounding intellectual creativity.



### **CHARLOTTE BLAIR**

*Lead Application Engineer for ANSYS*

Charlotte Blair, PhD. is a Lead Application Engineer for ANSYS Inc. She received her BS in Electrical Engineering at Rutgers-College of Engineering and her MS and Ph.D. in Electrical Engineering from New Jersey Institute of Technology. She has supported electromagnetics simulations using industry known tools for over ten years. Her real world experience extends from the design of laser diode transmit modules for Lytel/Lockheed to design of filters for wireless communications applications at Celwave/RFS. She is a professional, self-motivated team player committed to excellence with hands-on RF, microwave, and laser-optic experience; strong field service, customer service, project management and communication skills. With Maryam Rahmani, Charlotte serves as the Technical Co-Chair for the 2016 IEEE R1 & R2 Women in Engineering (WIE) Forum East. Charlotte also serves as the IEEE Connecticut Section Chair for the local Microwave Theory and Techniques Society (MTT-S) and WIE Chapter as well as the IEEE Region 1 Public Visibility Chair.



### **LESLEIGH CAMPANALE**

*Manager, Strategic Research at IEEE*

Lesleigh is currently a Strategic Research Manager at IEEE. Her focus is providing IEEE staff and volunteers the information they need to make data-driven decisions. Lesleigh has a wealth of experience in quantitative and qualitative research and analysis. In addition to Lesleigh's research skills, she has experience facilitating committee meetings and strategy sessions. Lesleigh holds a Bachelor's degree in Sociology from Lock Haven University and a Master's degree in Sociology from William Paterson University. Lesleigh volunteers on the American Society of Association Executives (ASAE) Research Committee and for the American Sociological Association (ASA). In her personal time, Lesleigh volunteers for the Brick Municipal Alliance for Drug and Alcohol Prevention. She also enjoys photography, the beach, and spending time with family and friends.

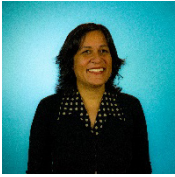


### **THERESA CARAGOL**

*Founder and CEO at Achieve Unite*

Theresa is an accomplished channel chief, consultant, speaker and author with over 20 years' experience building and managing multi-million-dollar indirect channel teams and strategic alliance programs from inception to sales success. Prior to founding Achieve Unite, Theresa held senior executive roles at Extreme Networks, Ciena and Nortel. Theresa has received numerous IT industry channel accolades for her work including: 2014 CRN Top 50 Most Influential Channel Chiefs, 2013 CRN Top 10 Next Generation Channel Leaders, 2015 Golden Bridge Gold Award for Best Program Leader.

## FORUM SPEAKERS



### **TRISALA CHANDARIA**

*CEO and co-founder at Temboo*

Trisala Chandaria is the CEO and co-founder of Temboo, an NYC startup that's reimagining programming by empowering organizations to implement their own Industrial Internet of Things solutions in their products, processes, and facilities, through its machine-generated code technology. Her passions include disruptive networks (of environmental sensors!), creative platforms, empathy and, via Temboo, making technology more accessible. As a member of the Board of Directors of the Freelancers Union, she is actively involved in envisioning the future of work. She grew up in Switzerland, so she has a thing for chocolate, too.



### **MARIE COLE**

*Distinguished Engineer at IBM*

Marie Cole is a Distinguished Engineer in IBM Systems Supply Chain Engineering. She joined IBM in 1984 after completing a B.S. in Chemical Engineering from Rensselaer Polytechnic Institute and then earned an M.S. in Materials Science from Columbia University. She is responsible for Supplier Technical Management strategies to evaluate the quality and reliability of new technologies before they are introduced into IBM Server and Storage systems. She is an internationally recognized expert in electronic packaging materials. Marie has led development teams responsible for microelectronic packaging, card assembly and sub-systems with a focus on environmentally friendly materials and processes. She is also actively involved in on-going efforts to enhance the robustness of IBM hardware and develop new test methodologies to evaluate and qualify hardware for more severe data center environments. Her new technical interest areas include cybersecurity for manufacturing and blockchain for the supply chain. She holds several US Patents, is a member of the IBM Academy of Technology and has received several IBM technical awards, including a Corporate Award for Lead-free Soldering Transformation and a Best of IBM Award. She has published more than 90 conference papers, with several receiving Best Paper recognition by the Surface Mount Technology Association. Marie has also received industry technical awards, including the 2014 SMTA Founder's Award and the 2014 ASM Engineering Materials Achievement Award recognizing the IBM Lead-free Server Team. She currently represents IBM on the International Electronics Manufacturing Initiative (iNEMI) Board of Directors. She served previously on the High-Density Packaging User Group Board of Directors and the SMTA Board of Directors. Marie is a life member of the Society of Women Engineers and the recipient of a 2017 SWE Spark Award for mentoring. Encouraging girls and women to enter and succeed in science and engineering is one of her passions. As a 5 year breast cancer survivor, Marie also volunteers and advocates for community members affected by cancer, supporting several local cancer organizations.



### **CHERYL CONNORS**

*Lead Information Systems Engineer at The Mitre Corporation*

Cheryl Connors is a Lead Information Systems Engineer working data standardization for the Army's PEO C3T office working on their core C2 system of systems. Ms. Connors is a certified Toastmaster whose goal is to deliver engaging introductory briefs on technical topics. Ms. Connors has extensive experience in database design, information system engineering, information system modeling and architectural design – all with the goal of help making independent, heterogeneous systems effectively exchange information. Ms. Connors has developed and presented tutorials on database design for managers, on modeling basics and XML schema development. Please contact her for additional information.



## FORUM SPEAKERS



### **BRANDI COON**

*Senior at Marist College*

Brandi Coon is a Senior at Marist College majoring in Computer Science with a minor in Accounting. She is a member of the Marist College Softball team and is also currently still continuing to work at her internship at the Marist/IBM Joint Study. There, Coon has done a lot of work in cybersecurity, as well as a lot of work regarding IBM's software product QRadar. In addition to this, Coon is enrolled in Marist's five-year program for Computer Science where she will obtain her B.S./M.S. at the end of the five-year period. After this five-year period, she plans on continuing her Computer Science journey and hopes to find a career that best suits her skills and interests.



### **VALENTINA VIDEVA DUFRESNE**

*Sr. Director of Business Operations in the Office of the CTO at Sensata Technologies*

Valentina Videva Dufresne is a Sr. Director of Business Operations in the Office of the CTO at Sensata Technologies, responsible for pre-development, new product development and commercialization of the Sensata Smart & Connected Vehicle Area Network & Sensor Solutions. While staying with the same company for 21 yrs., Valentina has had multiple careers - starting as a Manufacturing Engineer; Process Design and Development for new products; An expatriate at the Sensata Facility in Mexico insuring the success of a newly established plant; an elected Member of the Technical Staff as a recognition for excellence in technical contributions. Once back in Attleboro, Valentina moved to Management roles for Process Engineering and later Product Management, as a Director in Process Development and Director in Product Management. Throughout her career, Valentina remained tireless in Learning and Problem solving, and is a certified Six Sigma DMAIC Green Belt. She has applied this passion in the Diversity and Inclusion activity, is a founding member of the D&I engineering council at Sensata Technology. As of 2017 she is the chair of the Attleboro D&I Council with mission to embrace and support a diverse work culture. Valentina is also the executive sponsor of AWI – the Attleboro Women's Initiative affinity group. Valentina was recently appointed to serve on the Bristol Community College Board of Trustees, a community college that serves the local community and shares the Sensata commitment to Diversity and Inclusion and STEM. Valentina graduated Summa Cum Laude with a BS in Mechanical Engineering from Norwich University. Her real highest honor is being a mother of 10yr and 13 yr. old girls and spending time with her family reading, drawing and finding connections between art, math and engineering.

## FORUM SPEAKERS



### **SARAH EASTMAN**

*Co-Founder and Co-Owner at Boolean Girl*

Sarah Eastman is the co-owner and co-founder of Boolean Girl, a startup whose mission is bridging the gender gap in tech. A software engineer by training and occupation, Sarah spent fifteen years in highly-technical coding positions, specializing in Big Data and internet analytics, with stints at The Washington Post, Prudential, in consulting and the startup world. Using her technical and business background, Sarah works on product design, strategy and business development at Boolean Girl. She has a degree in computer science with a minor in mathematics from Georgetown University.



### **AFRODITI V. FILIPPAS**

*Associate Dean for Undergraduate Studies at the Virginia Commonwealth University*

Dr. Filippas received her B.S. in Electrical Engineering from the University of Patras, Greece. After earning her M. S. and Ph. D. from UT Austin, she completed post-doctoral research with the Institute of Accelerating Systems and Applications in Athens, Greece. Dr. Filippas is currently the Associate Dean of Undergraduate Studies at the VCU College of Engineering. She provides vision and leadership in achieving the College's objectives for substantial growth in the size, quality and diversity of its undergraduate enrollment while maintaining its commitment to excellence. Focus areas include contemporary teaching and learning technologies, special degree programs with partnering academic institutions, access and inclusion and K-12 outreach.



### **RANJANA GODSE**

*Staff Memory Engineer at IBM*

Ranjana Godse is a Staff Memory Engineer in the Supply Chain Engineering team of IBM Systems, focusing on Semiconductor Technologies used across all IBM Systems and products. She is responsible for Memory Supplier Qualification of Flash and Storage Class Memory technologies for IBM Server and Storage systems. Ranjana has over five years of industry experience with Larsen and Toubro Ltd (L&T), India in the field of Low Voltage electrical switchgear and two years at International Business Machine (IBM), USA in semiconductor technology. She holds an M.S. in Electrical Engineering from Rochester Institute of Technology (RIT) and a B-Tech in Electrical and Power Engineering from Govt. College of Engineering, India. In her current role at IBM, she is responsible for providing technical expertise in Flash and Emerging Memory commodities to insure alignment of supplier's capabilities with IBM's strategic product offerings and future direction. Her new technical interest areas include new initiatives like IoT/Blockchain for supply chain and AI for IBM servers. She has co-authored publications for the Flash Memory Summit 2018 and 2017 and also holds several US patents. During her master's at RIT she focused on graduate research work on 'High-k dielectric materials' and studied various topics related to semiconductor fabrication. During her tenure as an 'Assistant Manager' at Larsen and Toubro Ltd. she was responsible for design and development of new products from brainstorming to prototyping. She was also involved in activities like Voice of Customer (VoC), Design for Six Sigma, Lean manufacturing etc. Ranjana likes to volunteer for social causes. She was a mathematics tutor for three years providing free education to the underprivileged kids residing in slums. She also volunteered for e-week and looks forward to being a part of the IBM P-Tech mentorship program. She is associated with several NGOs working for women and child development in India. She was a women's representative during her last year of her B-Tech program. Ranjana likes to read and write articles and poems in her mother tongue, Marathi.

## FORUM SPEAKERS



### **ANGEL GRANT**

*Director of Identity, Fraud and Risk Intelligence at RSA*

Angel Grant, CISSP is Director of Identity, Fraud and Risk Intelligence business unit at RSA. While at RSA she has led the go-to market strategy, planning and execution for several product portfolios including; Enterprise and Consumer Authentication, Identity and Access Management, Anti-Fraud and Threat Intelligence solutions. Prior to joining RSA, she was an Online Banking Senior Product Manager at P&H Solutions where she helped launch one of the industry's first online corporate cash management applications. Previously, she managed a mortgage division inside sales and service team for a large financial institution. Grant holds a B.S. from Bentley University and studied at Oxford University.



### **MANDIRA HEGDE**

*Data Engineer at the MITRE Corporation*

Mandira Hegde is a Data Engineer at the MITRE Corporation working data architecture efforts and software development for the Army's PEO C3T office. Her prior experience includes working on various behavior modeling projects at a small software company, focusing on building deployable knowledge models of simulated entities within constructive military training environments. Mandira holds a Bachelor of Science degree in Systems Biology from Case Western Reserve University and is pursuing a Master of Science degree in Computer Science from Johns Hopkins University. Outside of work and school, Mandira enjoys travelling, playing the piano, and spending time with her family.



### **JANINE LOVE**

*Event Director at Horizon House Publications, Inc.*

Janine Sullivan Love has a strong interest in science and technology, was trained as an educator, and began working as a professional writer more than 20 years ago. She currently serves as Event Director at Horizon House Publications, Inc., primarily working on the EDICON China and EDICON USA conferences. She is also a contributing editor to Microwave Journal and Signal Integrity Journal. Previously, she was the Technical Program Director for DesignCon and ARM TechCon at UBM LLC. She has also held numerous editorial positions including editor in chief of Test & Measurement World; site editor for EETimes' RF&Microwave Designline and Memory Designline; and senior editor at EDN. She edited the book World Class Designs: RF Front End and occasionally teaches at a local community college. Janine founded Writing Solutions LLC in 1998 and ran it as a successful freelance technical writing business for 13 years before returning to work directly in publishing and events. She holds a Bachelor's Degree from the University of Delaware and a Master's Degree from Duquesne University.

## FORUM SPEAKERS



### **MAURA K. MORAN**

*Partner at Cambridge Technology Law LLC*

Maura K. Moran, a partner at Cambridge Technology Law, Cambridge, MA, holds a B.S. Mathematics from the University of Dayton, a J.D. from Boston University School of Law, and has completed graduate coursework in Electrical Engineering at Northeastern University. Maura advises on Intellectual Property (IP), technology transfer, licensing, and strategic alliances. She conducts patent prosecution for software and AI-related technologies and is registered to practice law in MA and at the U.S. Patent and Trademark Office. Maura is an active volunteer with the IEEE. She was the 2016 – 2017 Vice President for Government Relations for IEEE-USA and is a current member of the IEEE-USA Artificial Intelligence and Autonomous Systems Policy Committee and IP Policy Committee. Maura was a candidate for IEEE-USA's 2019 President-Elect. She is also active with the Women's Bar Association of Massachusetts and the Venture Café, which supports the global innovation community through programs, mentoring, and networking.



### **NICOLE NEWMeyer**

*Capabilities Strategy Lead for the Internet of Things Enterprise Functional Team at the NSA*

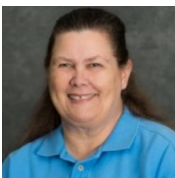
Nicole A. Newmeyer is the Capabilities Strategy Lead for the Internet of Things Enterprise Functional Team at the NSA. She is responsible for guiding short term and strategic Information providing technical leadership to capability development teams and providing technical guidance to leadership. She is currently in the Agency's Senior Technical Development Program, focused on the Internet of Things. Ms. Newmeyer has held technical leadership positions in both the signals intelligence and information assurance missions at NSA. She holds a B.S. in Computer Science from the University of Maryland, Baltimore County, and is currently working toward an M.S. in Technology Intelligence at the National Intelligence University.



### **JUNE PARK**

*Senior Member of the Technical Staff at Sensata Technologies*

June Park has worked at Sensata Technologies for ~20 years in design engineering for automotive sensors. She has been involved with acceleration sensors, and pressure sensors that communicate wirelessly and by wire. She has led technical quality improvement efforts for some of Sensata's largest customers and launches of a number of derivative and new products. In her current role, she is championing a Lean Product and Process Development effort. She is a Senior Member of the Technical Staff on Sensata's Technical Ladder in recognition of Technical Innovation and Leadership. June is also an active member of the Attleboro Women's Initiative and is involved in recruiting as she is passionate about ensuring that all people have equal access to roles within Sensata. She has taken a leadership role in the Technical Women's Network and in coordinating a technical training series focused on our Electrification efforts. She is a trained 6-Sigma DMAIC Black Belt and is a certified Green Belt. June graduated cum laude with a BS in mechanical engineering from Yale University earning distinction in the major and induction into Tau Beta Pi. She also has her PE in mechanical engineering. June enjoys spending time her 4 year old son and husband. When she can, she enjoys traveling, riding her bike, hiking, playing ultimate frisbee and soccer.



### **LORRAINE PARKER**

*Director of Diversity and Student Programs at the Virginia Commonwealth University*

Dr. Parker received her B.Sc. II.i in Mathematical Sciences and her Cert. Ed. from the University of Bath, England. She received her Ph.D. in Computer Science from University College Swansea, Wales (now Swansea University). Dr. Parker is Computer Science Associate Professor Emerita at the VCU College of Engineering. She currently serves as the Director of Diversity and Student Programs for the College. Focus areas include developing methods for recruiting and retaining women and underrepresented minorities within engineering disciplines.

## FORUM SPEAKERS



### **NITA PATEL**

*Senior Director, Engineering at L3 Technologies*

Nita Patel, P.E., is the Senior Director, Engineering at L3 Warrior Sensor Systems. Nita was named the 2014 L3 Engineer of the Year and the 2011 New Hampshire Engineer of the Year award for her technical contributions to the engineering profession. Nita is the founder & chair of the IEEE WIE ILC and, in the past, served as Women in Engineering International Chair, 1st VP of Computer Society BoG, on the Eta Kappa Nu BoG and 2010-12 IEEE-USA VP of Communications & Public Awareness. As MGA WIE Chair, Nita led the successful launch of the WIE International Leadership Conference and developed a comprehensive business strategy to fulfill the mission of WIE to inspire, engage and advance women in technology. Outside of IEEE, she is active with Toastmasters and the United States Chess Federation. Nita received her MS Computer Engineering (1998), BS Electrical Engineering (1995) and BS Mathematics (1995) from Southern Methodist University in Dallas.



### **OLJETA QIRKO**

*Design Manager at Sensata Technologies*

Oljeta joined Sensata in 2016 as a Design Manager, consolidating Electrical Design for all sensing technologies in Heavy Vehicle Off-Road & Automotive for North America, Japan and Korea. She is currently the Global Head of one of the recently formed Electrification Business Verticals. Sensata's determined focus in Electrification aligns with its mission to develop critical sensing technologies to enable the Zero Emission commitment through Electrification in the Automotive Industry. Oljeta has over 16 years of industry experience and a deep business and technical expertise in all aspects of development from idea to commercialization in sensors & semiconductor product development. Prior to Sensata, Oljeta held several management and senior technical staff positions at Analog Devices. Throughout her career she has developed numerous industry wide recognized breakthrough products that have enabled advances in medical devices and high end industrial instrumentation. She has published her work in patents and several publications. Oljeta holds a Bachelors and Masters of Science in Electrical Engineering from Worcester Polytechnic Institute. She recently received an Executive MBA degree and a Data Science Certificate from Massachusetts Institute of Technology. As a member of our community, Oljeta is actively engaged in diversity & inclusion, mentorship & development, and STEM Outreach & Education.



### **MARYAM RAHMANI**

*Global Partnership Officer of the Global Cyber Alliance*

Maryam Rahmani, CISSP, serves as the Global Partnership Officer of the Global Cyber Alliance. Ms. Rahmani has 25 years of experience in technology sales, consulting and cybersecurity policy to provide value to GCA's existing partner network and grow its partnership sphere across the Americas, Asia, Europe, the Middle East, and Africa.

Beyond her work with GCA, Ms. Rahmani serves as the Forum Co-Chair for the IEEE Women in Engineering (WIE) Forum East. She is an active member of the ISSA Women in Security (WIS) Security Interest Group (SIG) and previously served as a board member of the Society of High Performance Computing Professionals (SHPCP). She holds a Master of Science degree in Cybersecurity Policy from University of Maryland University College and a Bachelor of Science in Electrical Engineering from the University of Florida.



## FORUM SPEAKERS



### **VICTORIA RICHARD**

*Program Manager at Greenberg Traurig, LLP*

Victoria Richard has provided insights, intelligence and strategy guidance for SaaS start-ups and technology firms, and currently leads competitive intelligence (CI) and program management for Greenberg Traurig, LLP. She was recognized in 2016 as an Outstanding New Leader by the Special Libraries Association (SLA) CI Division and is passionate about building knowledge communities which make intelligence work accessible to all. She has led many CI Community groups and is the 2018 Chair of the CI Division of Special Libraries Association. A frequent blogger and speaker, she holds a B.A. in Communication Processes from the University of Connecticut, a M.A. in Communication from the University of NC at Greensboro, and an MBA and graduate certificate in CI from the Johns Hopkins University Carey Business School.



### **CHARLES RUBENSTEIN**

*Treasurer, 2018 IEEE WIE FORUM USA EAST*

*Professor of Engineering & Information Science, Pratt Institute School of Information & School of Liberal Arts & Sciences*

Charles chairs the IEEE-USA Conferences Committee, is the Region 1 Student Activities and Conferences Coordinator and Member-Emeritus of the Technology and Engineering Management Society AdCom. In addition to being our Forum Treasurer, he is also Chair or Treasurer of several IEEE conferences, a member of the IEEE Conferences Committee, and the coordinator of the IEEE Booth at the World Maker Faire New York. He was 2010-2011 IEEE Director and Region 1 Chair (NE USA) and has also served as a member of the IEEE's Educational Activities Board, Member and Geographic Activities Board, Publications Products and Services Board, Technical Activities Board, and United States Activities Board. Dr. Rubenstein is professor of engineering and information science at Pratt Institute where he teaches electronics and Arduino computer design courses for non-engineering students in the architecture, art and design schools.



### **KRISTEN RUSSELL**

*Program Specialist at IEEE*

Kristen Russell is the staff lead within IEEE Technical Activities on initiatives geared toward underrepresented groups including women and young professionals. She also supports the recently formed IEEE Technical Activities Board (TAB) Committee on Diversity & Inclusion. Kristen received her B.A. and M.A. from New York University, where she serves as a Director of the NYU LGBTQ Alumni Board.



### **FRANK SIENKIEWICZ**

*Design Engineering Manager, Sensata Technologies*

Frank joined Sensata about four and a half years ago as a Design Engineering Manager. His first roles were with the auto and Heavy Vehicle and Off Road (HVOR) capacitive sensing technology teams. He then lateraled over to manage the HVOR design engineering teams focused on piezo-resistive sensing technologies. Currently Frank is an Engineering Director for the North American HVOR pressure sensing business and leading design engineering efforts for the sensor portion of Sensata's Smart & Connected venture. Frank has been involved in the Diversity and Inclusion efforts at Sensata since shortly after he joined Sensata. With more than 20 years of experience in engineering, prior to Sensata, Frank spent 12 years as a Division Head and Chief Scientist for the Naval Undersea Warfare Center's Code 70 in Newport, RI. Duties were focused on test and evaluation but also included research and development for advanced sensing technologies. Frank earned a BSME and PhD through the University of Rhode Island and enjoys sailing, skiing, woodworking, and spending time with his wife catching up with his now grown up son and daughter.

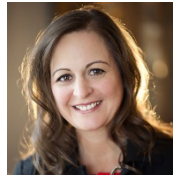
## FORUM SPEAKERS



### **KIMBERLY SCOTT**

*Co-Founder & VP of Data Science, Astraea, Inc*

I have 15 years of experience in creative problem solving by leveraging data, machine learning, and best practices in scientific methodology. Prior to Astraea, I worked as a data scientist at the University of Virginia Medical Center and at Elder Research, where I developed novel data science solutions to problems across several different industries. Before moving into a career in the tech industry, I was an astrophysicist, where I used multi-spectral data to study how galaxies in the Universe have evolved over the past 13 billion years. Now my work brings me more down to Earth and into the present, but the problems are just as fascinating. What motivates me to get out of bed in the morning is getting to work with exceptional people on global-scale problems.



### **LINDA STACY**

*CEO & Founder at LivingBluPrints*

Linda Stacy is a Productivity Specialist who created her proprietary model, The H.O.W. Advantage™, to help people, teams, and organizations optimize their workday, their workplace, and their workforce. For more than 15 years Linda has held positions in management consulting serving teams in the support of hundreds of companies, including Fortune 500 and Inc 5000 players. Linda holds a BA from UC Santa Barbara and an MS from Simmons College.



### **DOUG STROTT**

*Distinguished Member of the Technical Staff at Sensata Technologies*

Doug Strott has worked at Sensata Technologies for 35 years in design engineering. Doug's work has spanned nearly all of Sensata's markets and product technologies. He is currently a Distinguished Member of the Technical Staff on Sensata's Technical Ladder and is responsible for new technology development for industrial sensing. Doug serves as the Chair of Sensata's corporate Engineering Council, coordinating the development and deployment of engineering tools and policies across the company. In this role, Doug initiated and leads Sensata's engineering diversity and inclusion work. Doug received his BSME from Duke University, SMME from MIT, and MSEE from WPI. Outside of work Doug enjoys bicycling, running, kayaking, hiking, museums, theater, and time with family.

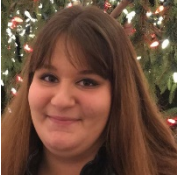


### **ALLISA SYTSMA**

*Junior at Marist College*

Allisa Sytsma is a Junior at Marist College majoring in Computer Science with minors in Information Technology and Cybersecurity. She is an active participant on campus with her involvement as Vice President of Marist Game Society, as well as her internship as a Software Developer at the Marist/IBM Joint Study. There, she has developed a Blockchain application for securing the process of giving grants to non-profits, which received attention from Marist College and Brilliance Security Magazine. She is also a former Network Technician at Marist College, where she developed an interactive, 3D network topology for the school. After graduation, Allisa hopes to continue to follow her love of programming and pursue a career in Cybersecurity and/or Software Development.

## FORUM SPEAKERS



### **KATERINA TZANNES**

*Junior at Marist College*

Katerina Tzannes is a junior attending Marist College, studying Information Technology with minors in both Computer Science and Cybersecurity. She is an intern in the Marist/IBM Joint Study program since this past June, where she also gained student leadership experience. Tzannes is the Systems Administrator for the Enterprise Computing Research Laboratory's (ECRL) datacenter located on the Marist College campus. Tzannes's goal is to ensure the datacenter runs efficiently and securely at all times, in addition to installing and configuring new equipment into the racks. Tzannes's daily routine often consists of assisting Marist professors with proper resources for running their research and assisting them in understanding and using their systems effectively. Tzannes has helped implement containerization in the ECRL by using Docker, a container platform, which helps increase the overall utilization of the datacenter.



### **JOANNE VITALI**

*Founder at Vitali Workshops & Coaching*

Joanne Vitali, Founder of Vitali Workshops & Coaching, provides customized workshop experiences, meeting facilitation and coaching. She loves to help techie women (Geek Girls) attain and retain their rightful leadership roles. Her ideal clients are women who want to disrupt the patriarchy and increase the percentage of women in power by becoming influential leaders themselves. Graduating from Georgetown with a degree in Physics, a stint as a nuclear engineer and Space Shuttle astronaut trainer, she has been doing workshops and coaching for the past 18 years. Her experience includes teaching for the Wharton MBA program on persuasion and presentation skills for 8 years. Her clients include names like Astra Zeneca, Johnson & Johnson and Siemens. Her articles have appeared in Huffington Post, Thrive Global and Medium. Joanne has served as both President and VP-Corporate Affairs for the International Coach Federation Philadelphia chapter and is a professional certified coach (PCC). She specializes in coaching women like herself who hold STEM degrees or work male dominated industries like IT, pharma or engineering. Joanne recently conducted original research interviewing 100 women working in STEM positions throughout the United States to learn what they love and what they believe needs changing. Her mission is to achieve gender parity with 50% female senior leadership an everyday thing for corporations. She believes that if more women held leadership positions, the world would be a better place. She looks forward to helping all Geek Girls own their brilliance.

## FORUM SPEAKERS



### **AMORY WAKEFIELD**

*Director of Product at True Fit Corporation*

Amory Wakefield is currently Director of Product at True Fit Corporation in Woburn, MA. She has spent over 15 years managing products at top technology companies in Massachusetts, including MathWorks, Texas Instruments, and E Ink. Amory is passionate about helping women and other under-represented groups succeed in technology careers. She volunteers time to many initiatives, including programs sponsored by Big Sister, MentorNet, Smith College Picker Engineering Program, Cambridge Friends School, UMass Lowell and MIT. In addition, she served for over a decade on the Alumnae Board of the MIT Women's Independent Living Group, helping young women develop leadership skills and navigate entering the workforce. Professionally, she has served as an official mentor within several organizations and continues to be an informal mentor to many current and former colleagues. Amory has been a member of IEEE since 1997 and is currently a member of the IEEE 3D Body Processing Working Group. Amory has both a Bachelors and Master's degree from MIT in Electrical Engineering.



### **CHRISTINA YOUNG**

*Industrial Engineer at Federal Aviation Administration*

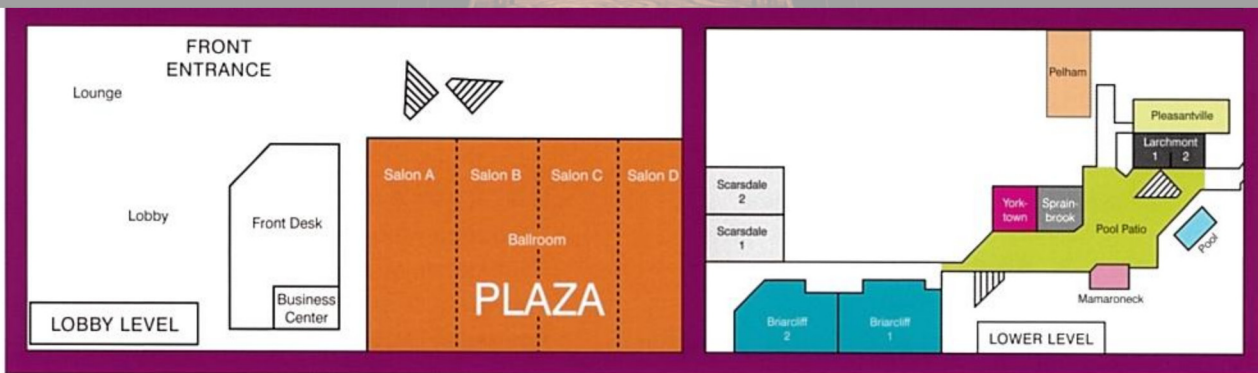
Dr. Christina M. Young is a project lead and industrial engineer for the Federal Aviation Administration. She works at the William J. Hughes Technical Center, a federal laboratory facility in New Jersey, and conducts research projects to inform the Next Generation Air Transportation System (NextGen). She has authored numerous journal articles and conference papers and is heavily involved in STEM outreach. Dr. Young first started working on FAA research projects as a graduate student at Rutgers, The State University of New Jersey. She earned the M.S. degree in Statistics (2005) and the Ph.D. degree in Industrial and Systems Engineering (2010) while serving as a Graduate Research Assistant under a Rutgers-FAA graduate fellowship grant. Her research interests include simulation, optimization, and statistical data analysis.

# NOTES



# NOTES

**General Session/Breakout Salon A/B/C**  
**Lower Level Breakouts: Larchmont/Pleasantville/Scarsdale**  
**Breaks: Salon D**  
**Thursday Reception: Salon C/D and Foyer**  
**Friday Career Fair: Salon D, Foyer and Pool Patio**







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