

Full Program



GOLD Track at IEMC 2007



"Transitioning from Engineer to Manager"

Invitation:

The GOLD (Graduates of the Last Decade) Track at the Engineering Management Society conference IEMC 2007 is the first GOLD technical forum at a major IEEE conference (<http://lifelong.engr.utexas.edu/iemc2007/gold.cfm>).

The theme of the GOLD Track is "Making the Transition from Engineer to Manager". The panel session, keynote and invited talks are aimed at giving young professionals the opportunity to learn about the skills and techniques needed for a successful transition to engineering management. IEMC 2007 also provides an opportunity for young professionals to network with leading project management practitioners and academics.

Finally, the track allows graduate students and young professionals to interact with their peers by publicizing and exchanging ideas about industry practices and thesis research.

To register for IEMC 2007 go to <http://lifelong.engr.utexas.edu/iemc2007/index.cfm>. We'd like to see you in Austin.

Irena Atov
for the GOLD Track at IEMC 2007 Organizing Committee

GOLD Track Program:

Time / Day	Tuesday 31st July
8.00 – 8.30	Registration
9.00 – 10.00	IEMC 2007 Key Note: Perspectives on Leadership and Space Exploration Jim Kennedy
10.00 – 10.30	Break
10.30 – 12.30	GOLD Panel: Making a Successful Transition to Management Moderator: Gerard H. Gaynor Panellists: Gerard H. Gaynor Celia Desmond Leslie Martinich Margaretha Eriksson Mary Reidy
12.30 – 13.30	Lunch
13.30 – 14.30	IEMC 2007 Invited Talk: Seeing David in the Stone Jim Swartz
14.30-15.30	GOLD Invited Talk: Leadership and the Young Manager Celia Desmond
15.30 – 16.00	Break
16.00-18.00	GOLD Poster Session: On Engineering Management Research & Practices
19.00	IEMC 2007 Dinner Reception

Speakers, Panellist and Poster Presenters:

9.00-10.00: IEMC 2007 Keynote: Perspectives on Leadership and Space Exploration

Jim Kennedy



James W. (Jim) Kennedy was born in Riverdale, Md., and raised in Cocoa Beach, Fla. He is a graduate of Cocoa Beach High School and began his career with NASA in 1968 in the Aerospace Engineering Cooperative Education Program at Kennedy Space Center, and subsequently, Marshall Space Flight Center. After earning a Bachelor of Science degree in mechanical engineering from Auburn University in 1972, he was called to active duty with the U.S. Air Force. In 1977, he received a Master's in business administration from Georgia Southern University.

He joined Marshall Space Flight Center in 1980 as an engineer in the Shuttle Projects Office, and in 1987, was named manager of the Shuttle Program Planning and Management Systems Office. He later served as the manager of the Solid Rocket Booster Project Office.

Kennedy served as the deputy director of Marshall's Science and Engineering Directorate and was later named director of the center's Engineering Directorate. In 2001, he was selected to serve as deputy director of the Marshall Space Flight Center, and two years later, he was named the deputy director of the Kennedy Space Center. In 2003, he became the eighth director of the Kennedy Space Center.

Kennedy has received numerous awards during his distinguished career with NASA, including the National Space Club's Astronautics Engineer of the Year Award, MSFC Leadership Award, the Silver Snoopy Award, NASA's Distinguished Service Medal, the Presidential Rank Meritorious and Distinguished Service Awards, and the NASA Outstanding Leadership Medal. Recently, he received the Dr. Kurt H. Debus Award from the National Space Club Florida Committee and the Auburn Engineering Achievement Award from the Auburn Alumni Engineering Council.

Mr. Kennedy retired in January 2007, after 35 years of Federal service. Jim Kennedy and his wife, Bernadette, currently reside in Cocoa Beach, Fla. He has two grown children, Jeff and Jamie, and is the proud grandfather of Hayes and Rebecca.

10.30-12.30: Panel: Making a Successful Transition to Management

Gerard H. Gaynor



Gus Gaynor brings fifty-years of technical and management expertise in managing engineering, technology, and innovation. After many years of work in upper atmosphere research, development of process control systems, and as an entrepreneur, he began a 25-year career at 3M where innovation was not a matter of choice but an expectation.

At 3M, Gaynor held positions in research, engineering, product and process development, and general business management. These positions included managing the activities of multi-disciplinary technical groups; developing strategic technology directions related to new product innovation; auditing innovation, product, and technology programs and their management; proposing and obtaining approval for major product related investments; integrating technology requirements for a multiplicity of product lines for 3M divisions; and meeting the technology expectations from a business operational perspective.

During seven years of residence in Europe, Gaynor served as Director of Engineering for 3M Europe and 3M Italy. Gaynor was a member of the Executive Committee of 3M Europe and the Board of Directors and Executive Committee of 3M Italy. His final assignment was Director of Engineering for the worldwide operations of the Graphic Technologies Sector. Gaynor chaired corporate task forces on innovation; automation; process research and development; performance improvement in research and engineering; future trends in technology; and project management processes.

After completing his tenure at 3M as a technology executive, Gaynor organized G. H. Gaynor and Associates concentrating in managing technology and innovation from a systems perspective. He has published papers on management of engineering and technology and authored five books. *Achieving the Competitive Edge Through Integrated Technology Management*, *Exploiting Cycle Time in Technology Management* and *the Handbook of Technology Management* (also translated in Spanish) were published by McGraw-Hill. The American Management Association published his more recent books *Innovation by Design* and *What Every New Manager Needs to Know*. *Innovation by Design* is now in the process of being translated into Chinese.

Mr. Gaynor is an IEEE Life Fellow, was a Fulbright Scholar on two occasions, taught at the University of Minnesota graduate program on Management of Technology, and was an Adjunct Professor at St. Thomas University in St. Paul, Minnesota.

Celia Desmond



Celia Desmond is President of World Class Telecommunications. Celia provides training and management consulting in telecommunications engineering and management to professionals within the communications field. With the University of Toronto, she created a Masters in Engineering in Telecommunications Program and Certificate Programs in Telecommunications Management. As Director, Industry Liaison at Stentor, she was the external technical linkage for the company to the technical environment. She developed and implemented service development and project governance processes. In Bell Canada, Celia provided strategic direction to corporate planners, ran technology trials, standardized equipment, performed traffic analysis, and provided technical support to large business clients. She received the Engineering Institute of Canada John B. Sterling Medal in 2000. Celia holds the M. Eng. from Carleton University, the B. Sc. from Queens University, an Ontario Teaching Certificate and a Project Management Professional (P.M.P.) certification. She is the author of *Project Management for Telecommunications Managers*, published by Kluwer Academic Publishers in 2003. Celia has taught kindergarten, high school, and courses at University of Toronto, Stevens Institute of Technology, and Ryerson University.

Leslie Martinich



Leslie Martinich is the founder of Competitive Focus. She has motivated successful technology teams for over 20 years at IBM, Compaq, Novell, and several start up software companies. She led successful joint technology development efforts with Sun and Intel, and consulted with numerous small and large companies, including Ameritech, 3M and Hewlett-Packard, on projects in the Americas, Europe and Asia. She evaluates technology organizations for acquisition and assesses organizational viability.

She lectures at international conferences and executive education programs on topics in technology and technology management, such as "Driving Technology Innovation" and "Commercializing and Managing Innovation." She is the lead instructor for the University of Texas Center for Lifelong Engineering Education's Engineering Leadership Institute.

Leslie has a bachelors degree in Philosophy from the University of California at San Diego, a master of arts degree in Philosophy from The University of Texas at Austin, a master of science degree in Computer Sciences from The University of Texas at Austin, and certification from the Institute for Managerial Leadership at The University of Texas McCombs School of Business.

Leslie is on the Industrial Advisory Board for the Computer Science Department of Texas State University. She was a co-founder of the Austin Software Executives' Group. She is the Vice President for Publications for the IEEE Engineering Management Society and the Chapter Chair for the Central Texas Chapter.

Mary Reidy



Dr. Reidy is currently responsible for the successful integration of new generation interconnections with National Grid's transmission business. This involves successful interpretation of changing regulatory policies impacting the energization of generation projects, including renewable energy sources. She has over 20 years of experience in the energy industry, specializing in managing large scale technical and financial customer projects while meeting customer satisfaction targets.

Dr. Reidy is currently serving as secretary for the Board of Governors of the IEEE Engineering Management Society and co-author of an upcoming case study for the IEEE. In addition, Dr. Reidy is the author of an upcoming chapter of a book on biotechnology careers.

Dr. Reidy's research interests focus on investigating the strategic implementation of transitioning complex industries and their successes/failures in meeting customer needs. Her doctorate evaluated the price ratio arguments in transitioning electric industries and its impact on Consumers.

Dr. Reidy is also an active member in the IEEE at the regional level, currently serving as Region 1 educational activities coordinator. She is leading a team that will offer quality podcast technical programs for use in the continuing education efforts of practicing professional engineers.

Dr. Reidy is a licensed professional engineer in New York state, and has a MBA, M. Eng. BSEE and BS in Accounting. She has been an active reviewer for 25 conference PAPER ABSTRACTS supporting the 2005 IEEE Engineering Management Conference in Newfoundland, Canada.

Margaretha Eriksson



Margaretha Eriksson grew up on a small farm in northern Sweden and lives since 1983 in Stockholm. She received her Master of Science degree at The Royal Institute of Technology in Stockholm, Sweden. She works as Engineering Management Consultant at Irbis Konsult AB, which she founded in 1989. She is a Ph.D student in Information Security and Organisations at the IT University in Kista, Sweden.

Margaretha has worked in Germany, Great Britain and USA, and travelled and lectured extensively in 40 countries in Europe, Asia, Africa, and South America since 1991.

She has delivered invited presentations, lectures, and seminars internationally on Project Management, Leadership and Management, Scenario planning, Networking and Team-building. She has participated in national and international conferences on topics as "Multimedia needs a new breed of translators", "My experience of being a Woman in Engineering", and "Being an entrepreneur - another career".

She has lectured at Stockholm University, the The Royal Institute of Technology in Stockholm, and at Örebro University. She has served as mentor for two consecutive years to female engineering students during their last year at the Royal Institute of Technology.

Since 1995 she is a member of the Institute of Electrical and Electronics Engineers (IEEE). She is a member of the IEEE Engineering Management Society (EMS), Professional Communications Society (PCS) and SSIT. She also co-ordinated EMS membership activities world-wide 2002, arranging a Chapter Chairs Workshop for R8 EMS Chairs. She also co-ordinated EMS and PCS activities in Region 8 2000-2004. She was the liaison between IEEE EMS and the Management Professional Network (MPN) of IEE (Institution of Electrical Engineers) in United Kingdom 2002-2004.

From 1997 up to 1999 she served as Vice-Chair Chapter Development of the IEEE Sweden Section. From 1999 up to 2002 she served as Chair of the IEEE Sweden Section and member of the IEEE Region 8 Executive Committee. Since then she has served in the R8 Industrial Relations 2002 -2004, as well as the R8 Membership Development Chair. She was appointed to the IEEE WiE Committee 2002-05, and she was the WiE Newsletter Editor 2005. She has been a member of Board of Governors of IEEE Engineering Management Society since 2002, involved in chapter coordination and managing Special Interest Groups.

In Sweden she was elected the first female Chair of the Swedish national association of Electrical Engineers, SER, in 110 years. She served as Chair 1998-2002. She is still actively involved in the organisation.

13.30-14.30: IEMC 2007 Invited talk: Seeing David in the Stone

Jim Swartz



From a 20 year study of highly successful leaders and organizations, he found that success in the marketplace is more than adopting practices like lean. It's about mastering the science and art of Opportunity Finding and Seizing. His newest book *Seeing David in the Stone* reveals how the most successful leaders use 12 actions to lead their organizations to find and seize the great opportunities of their time. As a leader in the lean movement since 1980, he has led or consulted on hundreds of successful projects. His 1994 book *The Hunters and the Hunted* showed how American manufacturing companies were fighting for survival using lean thinking.

14.30-15.30: Invited talk : Leadership and the Young Manager

Celia Desmond



Leadership is highly respected in business, and in the world in general. Change and innovation are accomplished because leaders conceive of new ideas, and guide people along the way to accomplishments. Many people aspire to be leaders.

Many people believe that leadership comes with a title. In fact, this is not the case. People are awarded positions and titles of leadership because they have shown leadership skills in past activities. Thus, many people are actually leaders, even without the title.

This talk discusses what leadership is, the differences between leadership and management, and how people can successfully work towards positions of leadership.

16.00-18.00: Poster Presentation:

Chukwuemeka Afigbo, Nusrat Ali, Steven Muegge
The Nigerian Telecommunications Industry: An Industry Forecast

Idongesit Archibong
Present issues Involving Managers in Today's Industries

William Elliott:
Anything is Possible: Managing Feature Creep in an Innovation Rich Environment

Brian D. Goodman, Sarah N. Goldman
Freeing Creativity by Understanding the Role of Best Practice

Neele Hinrichs, Peter Leppelt, E. Barke
Building Up A Performance Measurement System to Determine Productivity Metrics of Semiconductor Design Projects

Angela L. Monheim:
An Engineering Manager's Quick Start Guide to Managing Personalities

Robert E. Raygan
Configuration Management in a System-of-Systems Environment Delivering IT Services

Kevin E. Ready

The Role of Communication in the Management of International Projects

Yun Yin, Neil Allan

A New Approach to Understanding and Managing Risk

-oOo-