



# IEEE Executive Director's Report

Sophie Muirhead, IEEE Executive Director & COO  
IEEE Region 10 Annual General Meeting  
Ho Chi Minh City, Vietnam  
4 March 2023

[ieee.org](https://www.ieee.org)



# BACKGROUND

## UNITED STATES

- Harvard Law School, J.D.



## UNITED KINGDOM

- University of London



## JAMAICA

- Born & Raised





# MY JOURNEY



## THE CONFERENCE BOARD (TCB)

Chief Legal Officer, Corporate  
Secretary and Senior Vice President

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



## THE INSTITUTE OF ELECTRICAL & ELECTRONICS ENGINEERS (IEEE)

General Counsel & Chief Compliance Officer

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

# 2023: Recognition, Reach, and Impact

# Societally Sustainable Digital Transformation

## Protecting Children's Online Privacy

**Aim is to advance children's rights in the digital environment and to promote a safer and more inclusive and empowering internet for children, who make-up one-third of all internet users**



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

[Explore the Applied Case Studies Online](#)

# 2023 VIC Summit & Honors Ceremony Gala

IEEE Medal of Honor:

*Dr. Vinton (Vint) G. Cerf*



**THE DATE**

**Friday, 5 May 2023**

**LOCATION**

**Hilton Atlanta**

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

# SECTIONS CONGRESS

Enabling Leaders to Build a Sustainable Future



**Shaw Centre | Ottawa Canada | 11-13 August 2023**

**SC2023 Registration is OPEN**

**[sections-congress.ieee.org](https://sections-congress.ieee.org)**

# Our 2023 Focus



# 2023 Executive Director Goals

Deliver 2023 budget

Implement improved financial processes

Explore pricing and other revenue models

Open science/open access strategy

Expansion of open research initiative

Digital Transformation

Implement Climate Change initiative

Branding/Marketing campaigns

Customer analysis

Evaluate future risks of products and services

Explore strategies for long term future of IEEE

Alternative meeting, conference and event models

## Key Risks Entering 2023

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graph LR; A[Key Risks Entering 2023] --- B[Macroeconomic factors]; A --- C[Geopolitical risks]; A --- D[Changing Customer Expectations]; A --- E[Talent acquisitions and retention]; A --- F[Declining revenue if dues are cut]; A --- G[Cyber Security]; B --- B1[Continuing inflation]; B --- B2[Currency fluctuations]; B --- B3[Possibility of regional recessions]; D --- D1[Open access policies]; D --- D2[Open access conferences]; G --- G1[Persistent, evolving and sophisticated attacks];
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### Macroeconomic factors

- Continuing inflation
- Currency fluctuations
- Possibility of regional recessions

### Geopolitical risks

### Changing Customer Expectations

- Open access policies
- Open access conferences

### Talent acquisitions and retention

### Declining revenue if dues are cut

### Cyber Security

- Persistent, evolving and sophisticated attacks

## Key 2023 Opportunities

### New U.S. Climate Law

- US\$370 billion package to promote domestic production of clean energy technology
  - Places the U.S. much closer to its goal of cutting global warming pollution in half by 2030
- Makes public money available for research into new climate innovations

### Chips Act

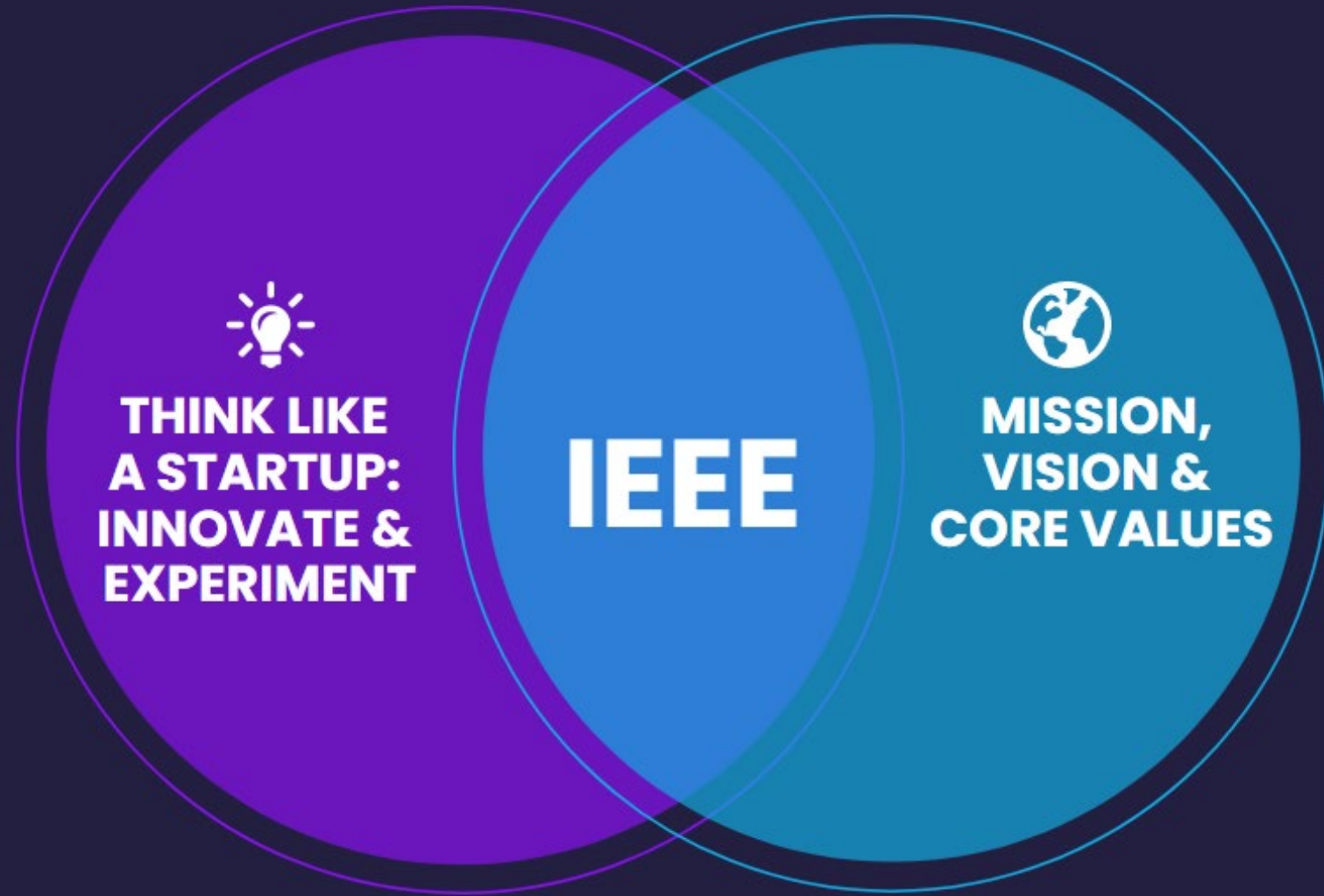
- Invests \$280 billion to bolster US semiconductor capacity, catalyze R&D, and create regional high-tech hubs and a bigger, more inclusive STEM workforce

### Innovate and Experiment

- Fiscal stability allows IEEE the opportunity to innovate and experiment with new technologies, products and services



# SYNERGY



  
**THINK LIKE  
A STARTUP:  
INNOVATE &  
EXPERIMENT**

**IEEE**

  
**MISSION,  
VISION &  
CORE VALUES**



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

## Mission

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

## Vision

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

## Core Values



# Comments/Questions?

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