

# Industry Relation Report

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***VP Industry Relation***

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# Customer

- A large percentage of AESS Members are from Industry.
- The Defense and Aerospace Sector which is our major customers employ thousands of people: Raytheon (72,000), Boeing (165,000), Lockheed (140,000).
- The Industry growth is mainly associated to areas outside of traditional geographical areas such as US and Europe to emerging countries such as China, India, and Brazil.
- The industry is mature with modest growth in North America and Europe.
- The industry is highly regulated (ITAR).



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  - University Career Office (inexpensive)
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- *AESS:*
  - Referral program through AESS network



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- *AESS:*
  - Increase courses and Distinguished Lecture and Tutorials attractive to the Industry.





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- *AESS:*
  - Enrich and expand number of technical panels and forums on hot topics*



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- *AESS:*  
Expand exhibition of AESS Conferences, enrich and enhance AESS Magazine and accept advertisement from the Industry



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- *Competitors:*
  - Other IEEE Societies, INCOSE for Systems Engineering
  - LinkedIn
  - A crowded marketplace.





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  - A crowded marketplace.
- *AESS:*
  - Implement AESS Strategic Plan*
  - Focus on AESS core capabilities*
  - Collaboration with other IEEE societies that share technical areas with AESS*



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Professional social networking sites such as LinkedIn.



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- *Competitors:*
  - Job sites: Hotjob, SimplyHired, so many of them
  - Professional social networking sites such as LinkedIn.
- *AESS:*
  - Still recommendation from trusted and recognized person goes a long way.
  - Attract Industry leaders and hiring managers to join AESS or sign MOU.
  - Referral program through AESS network



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  - Other IEEE societies
- *AESS:*
  - Enrich AESS publications and technical panels*



# AEISS and Industry

## Individual

education (starting as a student)  
employment  
career development – keeping up to date technically  
networking  
recognition – grades of membership, awards

{ publications  
conferences  
tutorials  
:

## Industry

recruitment and retention  
career development of engineers and managers

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grow membership  
'advancing technology for the benefit of humanity'





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**‘A global professional home for  
engineers working in the  
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## Goals for 2012

- *Strategic partnership with two large companies.*  
*Offering includes:*
  - *Group membership deal*
  - *Specific training/education packages*
  - *AES/Industry award*
- Introduce a specific Industry feature in the AES Magazine



## Goals for 2012

➤ *Status report: Currently working to sign MOU with:*

- *Raytheon Canada :*

- ✓ *The MOU is under review by the company's lawyer*

- *Defense Research and Development Canada-Ottawa:*

- ✓ *Received very positive feedback from DRDC, following up with the Director of DRDC.*