

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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 - Head Hunters (expensive)
 - University Career Office (inexpensive)
 - Company's career site (free)
 - Job search sites such as Simplyhired



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- *AESS:*
 - Referral program through AESS network



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Online training courses (build a course and train thousands, no class is needed, cheap and wide reach, but lacks human training feature for sophisticated courses: Q&A)



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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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LinkedIn

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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➤ *Competitors:*

Job sites: Hotjob, SimplyHired, so many of them

Professional social networking sites such as LinkedIn.



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- *Customer:* Job resources in their profession
- *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

AEISS

grow membership
'advancing technology for the benefit of humanity'



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**‘A global professional home for
engineers working in the
aerospace and electronic
systems domain’**



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.*