

# 2017 IEEE Annual Election

## Candidates for IEEE Standards Association Board of Governors Member-At-large, 2018-2019



**ROBBY ROBSON**  
(Nominated by IEEE Standards Association)

Co-Founder and CEO  
Eduworks Corporation  
Corvallis, Oregon, USA  
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**STEPHEN D. DUKES**  
(Nominated by IEEE Standards Association)

President and CEO  
Dreamer Inc.  
Camano Island, Washington, USA

### What do you believe are the major issues facing the IEEE?

AI, autonomous machines, bio-engineering, and the Internet (of people and things) raise ethical, privacy, and security concerns. The IEEE should be a leader in addressing these in professional programs, technical activities, and standards. On a different note, people are interacting and obtaining information through new and different channels. Publications, conferences, and member recruitment must take advantage of these to survive and grow. As an example relevant to the IEEE-SA, de facto software standards are now often defined by APIs and reference code posted to GitHub. The IEEE-SA must develop products and services that embrace, extend, and add value to these.

### What do you think is the number one goal for the IEEE leadership?

The number one goal should be to create a coherent, world-leading portfolio of products in areas where the expertise of its individual members, corporate members, and societies can be leveraged. The IEEE-SA provides a venue for any technical community of practice to propose and develop open consensus standards. This is a valuable service aligned with the IEEE mission, and it is the duty of the IEEE-SA leadership to sustain it. Given available resources, I believe the best approach is to increase collaboration among technical activities and standards activities and to invest in areas where the IEEE-SA has a competitive advantage.

### What do you believe are the major issues facing the IEEE?

Global relevancy, pursuit of new members, encourage diversity, closer relations with industry and adaptation to challenges, like, Open Stand are essential to IEEE-SA. The IEEE-SA must be relevant to the global standards development community through strategic alliances between industries, societies, academic, and the IEEE to create mutually beneficial opportunities. The IEEE-SA must increase individual and corporate membership, while retaining existing members. The IEEE-SA must adapt to new trends like Open Access, while encouraging collaboration and sharing of technical contributions. The IEEE-SA should continue to educate membership and corporate executives on the value of supporting open, international standards.

### What do you think is the number one goal for the IEEE leadership?

To prepare the IEEE-SA for the future, through relevancy, diversity and service to a global standards development community and industry. Further, to provide strategic oversight that protects and represents the interests of IEEE Standards Association and IEEE, collectively.

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### What motivates you and what qualifies you for the position you are seeking?

I have served on numerous IEEE standards boards and committees, where I have consistently advocated for organizational efficiency and visionary missions. These are critical factors at a time when the proliferation of new technologies and service models has created a golden opportunity for the IEEE-SA to further establish itself as the world leader in market-driven open consensus standards. As an entrepreneur, government contractor, former university professor, administrator, and successful researcher who has lived and worked in the US and Europe, I bring an important and necessary set of skills and perspectives to the IEEE-SA BOG as it pursues this opportunity.



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### What motivates you and what qualifies you for the position you are seeking?

Strategically and tactically managing the transformation of developing and new technologies into the society through standards and other forums.