

2017 IEEE Annual Election

Candidates for IEEE-USA President-Elect, 2018



GURUPRASAD "GURU" MADHAVAN
(Nominated by IEEE-USA)

Senior Program Officer
National Academies of Sciences, Engineering, and Medicine
Washington, District of Columbia, USA
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What do you believe are the major issues facing the IEEE?

IEEE-USA must adapt to better meet the needs of the membership and expand its influence. In a platform economy, our sources of information are exploding and the nature of our work is evolving. The key players in this reality—Gen X and the millennials—are the most diverse generations the world has ever seen, and we are not effectively engaging them. To overcome such hurdles and strengthen our organization and profession, IEEE-USA needs a new mindset, broad vision, and fresh leadership. I will bring a vigorous focus on member experiences, modernization, and business development to lead change.

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

IEEE-USA's goal must be to create a modern institute that is relevant, effective, and visible. This goal has three elements: Producing rigorously high quality, premium programs for member engagement and experience; being robust and nimble in public policy matters; and elevating the public consciousness of engineering. Our members routinely note these as priorities, and they are also the core elements of my vision and strategy. We need to develop new partnerships to drive our public agenda and uniquely distinguish IEEE-USA in a vigorous marketplace of ideas and talents. This is important to gain participants from beyond our fields of interest.



THOMAS M. COUGHLIN
(Nominated by IEEE-USA)

President
Coughlin Associates
San Jose, California, USA
www.tomcoughlin.com/ieee_USA_President.html

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

The biggest issue facing the IEEE is the continuing loss of IEEE members in most regions. Our members are our greatest asset and the source of our dedicated volunteers. We need to serve the needs of all technologists, whatever their generation or gender. We must better serve our members in industry. The world needs more engineers to deal with the daunting technological issues facing our society and to create a future with endless opportunities. We need to engage in STEM activities such as FIRST Robotics, Maker Faires, Future Cities, etc. to nurture the next generation of problem solvers and inventors.

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

We need to reverse our loss of membership by better serving our member's needs and providing a great member experience. We also need to engage our members in activities that inspire them to get engaged and contribute to the creation and use of technology to benefit humanity. These activities should span the generations and genders—there is room in the IEEE for all technologists. Our goal should be to have the IEEE be the organization that people will want to join because we are having the most fun and doing the most good.

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

I am motivated by a desire to serve our organization and profession to more effectively leverage its energy, expertise, and diversity to produce impact. My goal is to enhance our performance while respecting our institutional heritage. As a "dual citizen" of engineering and public policy, I have diligently combined R&D, systems analysis, strategic planning, program management, team building, narrative communication through books and lectures, and leadership in IEEE-USA. I bring diverse experiences, use intrinsically multidisciplinary approaches, and have shown to be effective in support of IEEE-USA's membership and strategic goals. I have demonstrated that I can generate change amidst complexity.



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

I have loved technology since I was a kid. I enjoy working with fellow IEEE volunteers and the IEEE staff to advance technology for the benefit of humanity. I have been a long time IEEE volunteer serving in many leadership positions at the section, region and society level. I am currently VP of IEEE-USA Professional Activities, Chair of the IEEE Public Visibility Committee and a member of the IEEE Industry Adhoc committee. I want IEEE to meet the needs of industry and our industrial members as well as our academic members.