



Asia Pacific Region Chapter Chairs Congress

Susan M. Brooks

IEEE Communications Society Executive Director

December 3, 2017

ComSoc Staff Partners

- ▶ Who are we and what do we do?
- ▶ What are we working on now?
- ▶ How can we partner with you?

ComSoc Organizational Structure

**Susan Brooks
Executive Director**

**Executive and
Volunteer
Services
Coordinator
Carol Cronin**

**Membership
Manager
Kerriane
Sullivan**

- Volunteer Leadership and Executive Director Support and Relations
- Governance

- Member Acquisition
- Member Retention
- Chapter Growth

- Strategic Planning and Execution
- Relationship Management
- Employee Development and Management
- Operational Management
- Business Growth

ComSoc Organizational Structure

**Finance and Business
Operations
Bruce Worthman
Director**

- Business Operations
- Budget
- MOU's
- Conference Contracts

ComSoc Organizational Structure

Publications
Joe Milizzo
Associate Director

Production Specialist
Jennifer Porcello

Digital Production Manager
Sue Lange

Managing Editor
Peggy Kang
(Contractor)

Executive Editor
Laurel Greenlidge
(Contractor)

Associate Editor
Cathy Kemelmacher

- Magazines
- Newsletters
- Supplements

ComSoc Organizational Structure

**Information,
Communications and
Technology
David Alvarez
Director**

**Online
Content and
Design
Manager
Natasha
Simonovski**

**Web Content
Specialist
Tammy Hung**

**Matt Sielski
Sr. Program
Analyst
CMS**

**Vinny
Rodriquez
Program
Analyst CMS**

- Overall Website Management
- Event Tools and Services
- "Edge" Applications
- Business Process Improvements

ComSoc Organizational Structure



- New Initiatives (5G, IoT, Green ICT, Fog)
- New Products and Services
- Professional Development
- Policy/Standards/ Industry

ComSoc Organizational Structure

Marketing
Daphne Lee
Director

Marketing
Specialist
Heather Ann
Sweeney

Marketing
Communications
Sr. Manager
Shinett Boggan

Production and
Graphic Design
Jackie Berliant

- Website Look and Feel
- Social Media
- Conference Support
- Branding Strategy
- New Channel Development
- Overall ComSoc Marketing

ComSoc Organizational Structure

**Strategic Meeting
Management
Aileen Norton
Director**

**Sr.
Conference
Planner
Melissa
Torres**

**Sr.
Conference
Planner
Jimmy Le**

**Sr.
Conference
Planner
Tina Gaerlan**

**Conference
Planner
Portia King**

**Compliance
Coordinator
Conference
Operations
TBD**

**Conferences
Administrator
(Contractor)**

- Conferences
- Programs
- Events
- Incubation
- Logistics

What Are Our Successes to Date?

- ▶ Member Relationship Database (MRM)
- ▶ ComSoc New Website Launch January, 2018
- ▶ Social Media audit completed
- ▶ Chapter Kits developed
- ▶ New Training classes for members
- ▶ Pay wall with free curated content for members is up and content will be more fully populated after January
- ▶ No longer need W-8/W-9 forms for sponsorships

What's Coming Up in 2018?

- Pushing to have Global Mobile Banking platform launch date moved up
- Corporate Portal for telecommunications professionals
- Use of the MRM for building membership and share of wallet

ICC/GLOBECOM

ICC			GLOBECOM
2018	Kansas City		Abu Dhabi
2019	Shanghai		Hawaii
2020	Dublin		Taipei
2021	Montreal		Madrid