



Asia Pacific Region Chapter Chairs Congress

Susan M. Brooks

IEEE Communications Society Executive Director

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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**

- Volunteer Leadership and Executive Director Support and Relations
- Governance

**Membership
Manager
Kerriane
Sullivan**

- 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



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