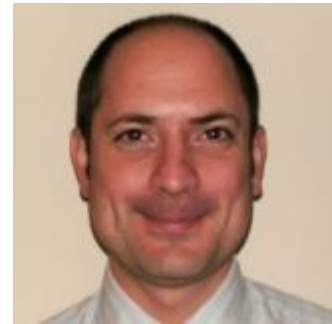


## **Ian Gibson – Director for Outreach**



### **Vision**

Outreach is fundamental to the long term success of INCOSE. The very nature of Systems Engineering as an integrating discipline demands that INCOSE must engage with other related organisations and practitioners in related fields. Much of our current success is built upon providing a forum for the exchange of ideas on the application of systems thinking to engineering problems, and as our thinking evolves, it will naturally be enriched by contact with other ideas from different organisations, disciplines, domains and cultures.

My vision for the future of INCOSE's Outreach mission is based upon three core strands.

- 1) Engaging with other professional bodies whose interests overlap with our own, in order to shape potential avenues for further joint activities.
- 2) Introducing good Systems Engineering practices into new industrial domains and new geographical areas, including those where we recognise that they are doing Systems Engineering, even if they don't – and who knows, maybe we can learn something from them in return to move the collective body of knowledge forward.
- 3) Reaching out through personal contacts and appropriate forums to the wider Systems Engineering community, and related fields, in order to raise awareness of INCOSE, its mission and its values. This is something that we should all be doing as part of our daily working lives as professional Systems Engineers, appreciating that complex problems are generally best addressed through engaging with other people through a lens of systems thinking. This includes making use of social media to create a narrative around Systems Engineering, not just using it to broadcast to existing peers.

If elected, I will continue the good work of the current incumbent, whilst using my ongoing roles as Project Lead for IS2016, and Events Director for the UK Chapter, to make use of INCOSE events as platforms for the exchange of ideas, and as catalysts for further outreach initiatives.

### **Biography**

Ian is a Systems Engineer and Enterprise Architect working for Jacobs, with 20 years' experience in the Defence and Aerospace Industry. He has worked on projects covering Land, Maritime, Air, C4ISTAR and unmanned systems, and has also undertaken business transformation initiatives within Rolls-Royce and UK MOD. He has extensive experience of developing architectures and requirements at levels ranging from detailed design to high-level concepts, employing elicitation techniques such as business process analysis, enterprise architecture (using MODAF), use case

driven analysis (using UML), functional decomposition and informal brainstorming approaches. He also has experience of systems engineering across all stages of the systems lifecycle, either as a practitioner or in a technical customer support role.

He has recently taken on the role of Chief Engineer for the industry consortium delivering System of Systems analysis support to UK MOD, having previously been either the Task Lead or Lead Architect on many of these tasks over the previous 4 years. Within Jacobs, he provides technical governance for Systems Engineering and Enterprise Architecture activities, and also coaches these subjects as part of the internal training and development scheme.

Ian is also currently serving as the Events Director for INCOSE UK, with responsibility for the planning, content and delivery of the Annual Systems Engineering Conference, Tutorial Days, and One Day Events. He previously served as Communications Director for INCOSE UK, and is active within the International SE community through his role as the Project Manager for the INCOSE International Symposium in Edinburgh in 2016. He is also a Visiting Fellow at the University of Bristol in the Systems Centre within the Faculty of Engineering, lecturing on Enterprise Architecture.