



Rachel LeBlanc

Vision

Envision a future state in which INCOSE is unquestionably the world-leading authority in Systems Engineering. In order for us to achieve this future state, we need to build upon our successes and add new dimensions to the current state of activities. The Director of Marketing and Communications can assist INCOSE in achieving this vision by providing support for the strategic initiatives and lending expertise to engage current and desired stakeholders. Taking on this role, I would seek to understand what our current stakeholders want from INCOSE, identify the needs of the stakeholders we aspire to reach, and develop a plan to meet those identified needs. This is likely to happen at multiple levels such as learning how to best communicate with our membership and receive feedback from them, translating our great work into a language that engages other audiences, furthering the INCOSE brand as a thought leader, and making consistent communication and marketing tools available to the membership. My top priority as Director of Marketing and Communications will be to provide support to the sectors, chapters, working groups, and membership in order to help INCOSE achieve its vision.

Bio

Rachel LeBlanc is the Executive Director of Corporate and Professional Education at Worcester Polytechnic Institute. She manages the portfolio of non-traditional academic programs for the University including online programs, corporate education, and professional education. Rachel has over ten years of experience working with faculty and industry experts to create education solutions to meet business needs. She manages a variety of functional areas including business development, marketing, product development, and operations. Throughout her career, Rachel and her team have provided education solutions for several industries including defense, life science, high-tech, energy, healthcare, manufacturing, and construction. She served as the Academic Program Chair for IS 2013 and IS 2014, Project Team Lead for IS 2015, and currently serves as the Marketing Lead for IS 2016. She also serves as the Education Lead for the Healthcare Working Group. In addition, she is on the Board of Directors for AUVERSI NE. Rachel has a B.S. and M.S. in the life sciences, as well as an M.B.A.