



EWLSE at INCOSE IS 2018, Saturday July 7th Event

INCOSE IS 2018 Empowering Women Events Feature a Saturday Leadership Forum on Embracing Systems Engineering Leadership Diversity

INCOSE EWLSE and the Systems Engineering Research Center (SERC) would like to invite all to attend the “Empower Women Leadership Forum: Embracing Systems Engineering Leadership Diversity” on Saturday July 7th, 8 am – 4:45 pm, followed by a reception at 5 pm.

The morning includes keynotes from Kristen Baldwin and Victoria Cox. David Long, and Bill Parkins will join them after the morning networking break for the “Leadership Journey” panel. Panelists will provide personal experience on leadership styles, what works for them, what has been challenging, and will include anecdotal examples that have been turning points in their leadership journey, and more.

After lunch, the forum will pick back up with a professionally led hands-on interactive workshop, includes an afternoon networking break, and ends about 4:45pm to allow time for the 5:00 – 6:00pm Empowering Women Reception setup.

Forum attendees are invited to the Reception and can expect attendance from many INCOSE leaders at this informal networking reception. Please send an email to ewlse@incose.org to let us know you will be attending the Leadership Forum and / or the Reception, “last minute” attendees are also welcome. We hope to see you there!

Empower Women Leadership Forum: Embracing Systems Engineering Leadership Diversity

- 8:00 - 8:10 am Opening Remarks
- 8:10 - 8:50 am Introduction and Keynote: Kristen Baldwin, “Department of Defense Systems Engineering Leadership”
- 8:50 - 9:30 am Introduction and Keynote: Victoria Cox, “Flying High and Fast Towards the Next Generation of Leaders”
- 9:30 - 10:00 am INCOSE IS Networking Break
- 10:00 - 12:00 pm Leadership Journey Panel: Kristen Baldwin, Victoria Cox, David Long, Bill Parkins
- 12:00 - 1:30 pm INCOSE IS Lunch
- 1:00 - 3:00 pm Leadership: Sherry Marts: “Ally Skills For Leaders: What it Means to be an Ally, and Why Allies are Needed”
- 3:00 - 3:30 pm INCOSE IS Networking Break
- 3:30 - 4:45 pm Continuation of Leadership Activities with Sherry Marts
- setup for Reception—
- 5:00 - 6:00 pm Empowering Women Reception



Ms. Kristen J. Baldwin was appointed the Acting Deputy Assistant Secretary of Defense for Systems Engineering (DASD(SE)) in January 2016 while continuing as Principal Deputy, SE. She is the principal systems engineering advisor to the Secretary of Defense and is responsible for establishing and executing engineering policy and oversight across the Department. Her oversight includes concept engineering and analysis, design, development and manufacturing, and independent program review and assessment of the Department’s major acquisition programs. She leads more than 50,000 Defense acquisition professionals in the DoD Engineering (ENG) and Production, Quality, and Manufacturing (PQM) workforce. She also serves as the acting Defense Standardization Executive. She oversees the DoD strategy for Trusted Systems Design and related Program Protection Planning activities.

A member of the Senior Executive Service since 2007, Ms. Baldwin leads digital engineering, system security engineering, mission engineering, and system-of-systems engineering initiatives. She oversees the DoD Systems Engineering Research Center, a University-Affiliated Research Center; and the MITRE National Security Engineering Center, a DoD Federally Funded Research and Development Center.

Before her current position, Ms. Baldwin served as Deputy Director, Software Engineering and System Assurance. Before joining the Office of the Secretary of Defense, Ms. Baldwin served as a science and technology advisor in the Army’s Office of the Deputy Chief of Staff for Operations and Plans. She began her career at the U.S. Army’s Armament Research, Development, and Engineering Center, Picatinny Arsenal.

Ms. Baldwin is a recipient of the Meritorious Presidential Rank award in recognition of exemplary service, and the National Defense Industrial Association Lt Gen Thomas R. Ferguson, Jr., Systems Engineering Excellence Award.

As the Federal Aviation Administration's Assistant Administrator for NextGen, **Victoria Cox** led the transformation of the national airspace system with responsibility for the multi-billion-dollar NextGen portfolio. Cox is currently employed as Senior Technical Advisor for Veracity Engineering and serves on the Systems Engineering Research Center (SERC) Advisory Board, the Oklahoma University Remote Sensing & Radar Advisory Team, and the Virginia Aviation Board.



Previously, Cox was Director of International Technology Programs in the Office of the Director of Defense Research and Engineering. She supported the Deputy Undersecretary of Defense for Science and Technology as the DOD Laboratory Liaison and served as Chief of Physics and Scientific Director of the European Office of Aerospace Research and Development in London. She has served as a Commissioner on the Unmanned Systems Commission of the Commonwealth of Virginia. She is a graduate of Converse College and received a master's degree from East Carolina University. Cox has a certificate in U.S. National Security Policy from Georgetown University. She is an Associate Fellow of the American Institute of Aeronautics and Astronautics (AIAA) and holds a private pilot license.



For over 25 years, **David Long** has focused on helping organizations increase their systems engineering proficiency while simultaneously working to advance the state of the art across the community. David is the founder and president of Vitech, where he developed CORE™, a leading systems engineering software environment. He co-authored *A Primer for Model-Based Systems Engineering* and is a frequent presenter at industry events around the world. A committed member of the systems community and Expert Systems Engineering Professional (ESEP), David was the 2014/2015 president of the INCOSE.

Bill Parkins is currently transitioning out of the role of Principal Engineering Manager and Chief Engineer at Rockwell Collins Australia. This transition will complete on 30 June 2018, when Bill will retire from full time employment and engage in occasional contract assignments.

Bill had a 25 year career in the Royal Australian Navy progressing from a Naval Artificer Apprentice to the role of Assistant Director, Naval Communications Design with the rank of Commander. A second career in industry began in 1988 built on the foundations systems engineering and management background from the Navy. Bill worked in several companies in Systems Engineering, Technical or Project management roles. Companies included Andrew Australia, Telstra Applied Technologies, Rockwell (later Boeing) and back to Rockwell Collins.



Bill is a foundation member of SESA and is currently the President-Elect, assuming the role of President 1 July 2018. He has been an INCOSE member since 1993 and is certified as an Expert Systems Engineering Professional (ESEP).

Bill has been engaged in several leadership panels, at IS 2017 and at the Australian Systems Engineering, Test & Evaluation (SETE) Conference earlier this month in Sydney. In both panels there has been diversity in gender and background resulting in an interesting range of views on factors which influence careers in leadership. Continuing research in this field should provide guidance for INCOSE leaders into the future.



Sherry A. Marts, Ph.D., CEO of S*Marts Consulting LLC, is a skilled workshop leader, facilitator, writer, and speaker with a lively personality and a wicked sense of humor. A former association CEO with a wide-ranging background in biomedical research, nonprofit management, public education, and research advocacy, Sherry provides expert consulting services to nonprofits and academic institutions on diversity and inclusion, harassment and bullying, and interpersonal communication. Her interest in the issue of harassment and bullying lies at the intersection of her professional life as a woman in science, and her previous experience as a women's self-defense instructor.

Her recent publications include:

Author of "Open Secrets and Missing Stairs: Sexual and Gender-Based Harassment at Scientific Meetings," available at <http://bit.ly/osmspdf>

Co-author (with Elizabeth Engel of Spark Consulting) of the white paper "Include is a Verb: Moving from Talk to Action on Diversity and Inclusion," available at <http://bit.ly/2peWwP0>

Sherry is co-author (with Raven Dana) of *The Book of How: Answers to Life's Most Important Question*.

Dr. Marts received her B.Sc. (Hons.) in Applied Biology from the University of Hertfordshire, and her Ph.D. in Physiology from Duke University.