

IEEE Region 3 ExCom Report: Industry Engagement Committee (IEC) Update

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The Industry Engagement Committee (IEC) of IEEE Region 3 is committed to bridging the gap between industry leaders and the IEEE community by highlighting the strategic benefits and value that IEEE offers to organizations. Our goal is to establish strong, long-term partnerships that drive innovation, mutual growth, and contribute to the evolving technological landscape within Region 3.

Key Activities & Progress

1. **IEC Committee Formation**
 - Successfully identified potential candidates and established the initial committee.
 - Ongoing efforts to onboard additional members to enhance team diversity and effectiveness.
2. **Decision-Maker Identification**
 - Compiled a list of IEEE members in Region 3 who hold decision-making roles within their organizations.
 - Enables targeted outreach and strategic engagement.
3. **Corporate Headquarters Mapping**
 - Curated a list of corporate headquarters in the Charlotte area that align with IEEE's mission.
 - Establishing meaningful relationships with key industry players.
4. **CEO Profile Research**
 - Gathered LinkedIn profiles of CEOs from identified corporations in Charlotte.
 - Facilitates personalized outreach and relationship-building with key executives.
5. **Customized Communication Templates**
 - Developed tailored messaging for engaging both IEEE members and non-members in decision-making roles.
 - Ensures clear, relevant, and compelling communication.
6. **Strategic Outreach Initiatives**
 - Launching outreach efforts this week to invite decision-makers to the IEEE Executive Lunch at SoutheastCon 2025 in Charlotte.
 - Additional engagement strategies include:
 - **Leveraging Social Media:** Promoting the luncheon on LinkedIn and other platforms to maximize visibility.
 - **Engaging Local IEEE Chapters:** Collaborating with IEEE chapters to expand outreach and increase participation.