

IEEE Region 3 – Industry Engagement Committee (IEC) Report

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1. Outreach to Industry Executives

- A list of **67 company executives** in Region 3 was compiled.
- All executives were contacted via LinkedIn.
- Outcome: Little success was achieved with cold reach responses at this stage. Further follow-up strategies are being evaluated.
- Next steps: We plan to reach out to IEEE members within companies to give warm introductions to the decision makers.

2. Webinar: September 11, 2025

A virtual event was organized featuring Matt Sadinsky (CEO, PREPIntl.com) with the theme:

“What dynamics are affecting professions in the evolving Energy Industry? What should you be preparing for now?”

- Registrations: ~60
- Attendance: 30 participants attended the session.

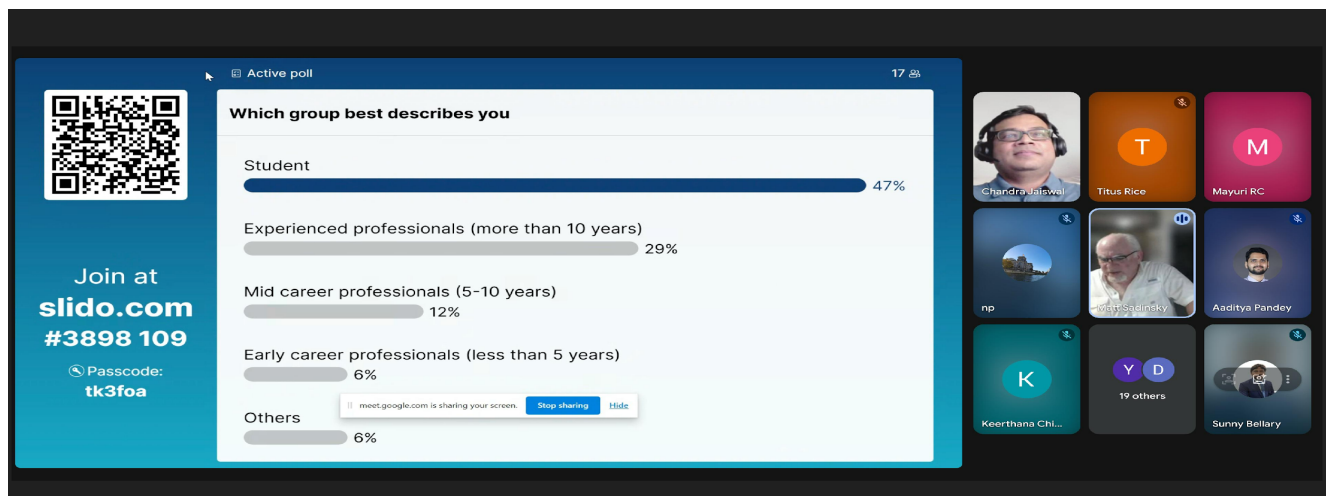
Participant Feedback (Survey Results)

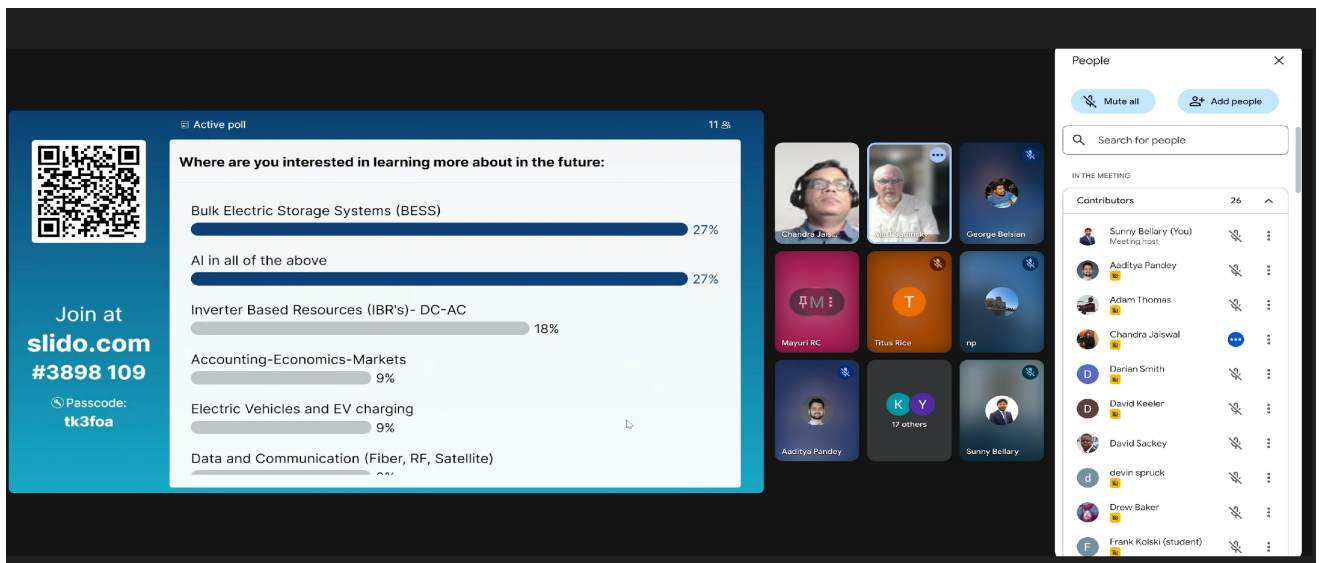
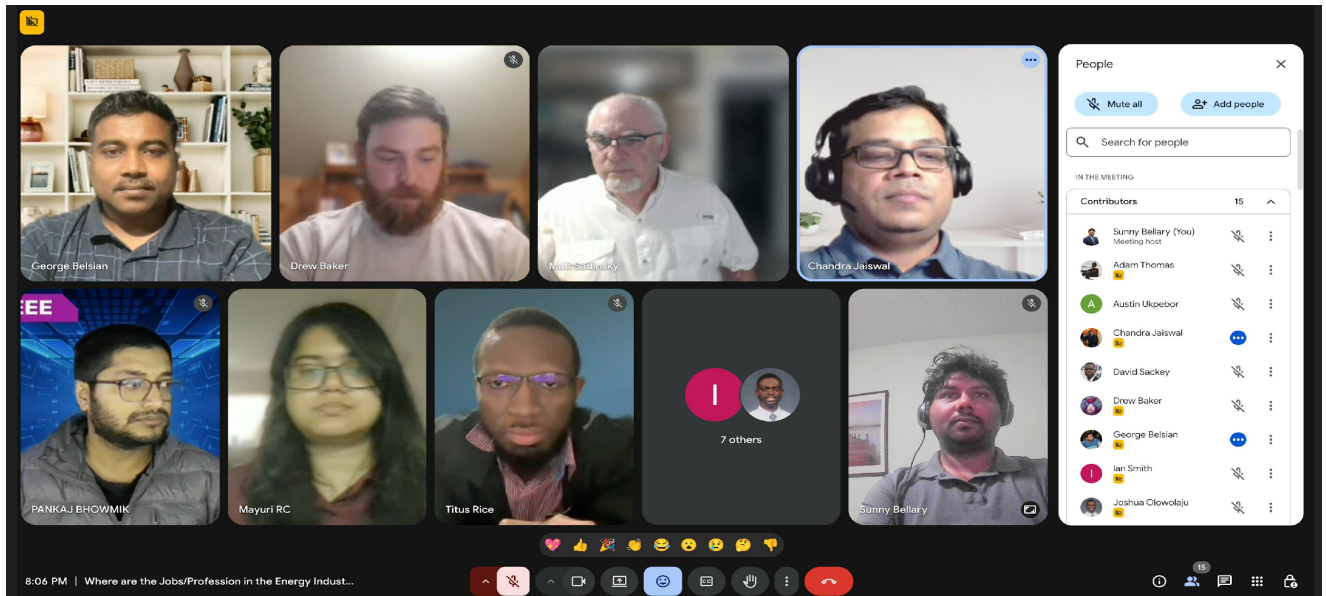
- Overall rating: 4.7 / 5 average
- Speaker engagement: Majority rated the speaker as “*Very engaging*”.
- Most valuable aspects:
 - Insights into different electrical engineering sections and career prospects.
 - Discussion on AI impacting future job fields.
 - Interactive Q&A session with the speaker.
- Session length: Rated “*Just right*” by almost all respondents.
- Ease of access: Most participants found it “*Very easy*” to join.

- Improvement suggestions:
 - Incorporate videos/slides to reinforce discussion points.
- **Recommendation:** 100% of respondents said they would recommend this webinar to colleagues.

Outcome: The event successfully engaged young professionals and students, providing actionable insights into evolving career dynamics in the energy industry.

Pictures from the event:





3. Ongoing and Planned Initiatives

3.1 IEC Outreach (Region 3)

The Industry Engagement Committee (IEC) outreach initiative is progressing with strong momentum. Our team has successfully engaged with multiple companies across key industries, reflecting a coordinated effort by our outreach leads.

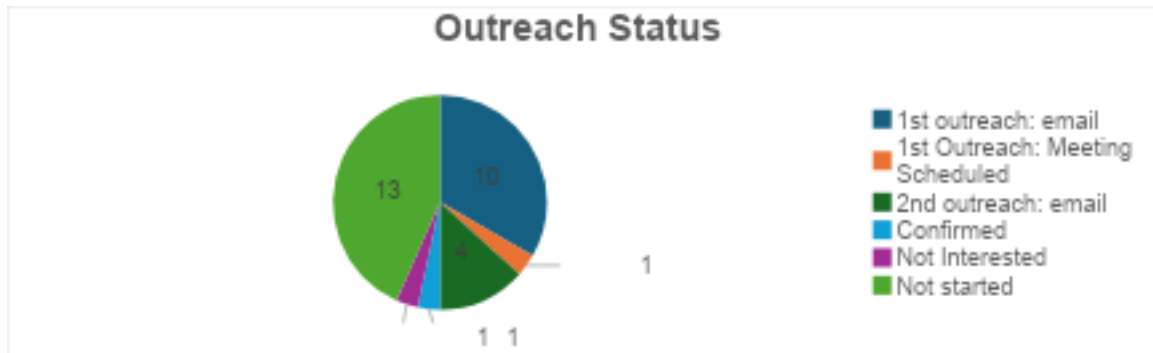
Key Achievements

- **Active Engagements:**
 - **DHL Global Logistics, VF Corporation, Burke Aerospace, Slalom** – advanced to **2nd outreach** stage.
 - **Fidelity Investments** – progressed to a **scheduled meeting**, marking a significant milestone in building direct corporate engagement.
 - **Atom Power** – outreach successfully confirmed, demonstrating positive traction with industry partners.
- **Initial Outreach Efforts:**
 - First outreach emails have been sent to multiple companies, including **Benore Logistic Systems, Capital One, The Haskell Company, Bank of America, Eaton Corp, Quanta Technologies, Collins Aerospace (RTX), Gulfstream Aerospace, Powin, and Pentair**.
 - These initial contacts establish a foundation for future follow-up and engagement.
- **Strategic Opportunities Ahead:**
 - High-value targets such as **General Motors, Delta Air Lines, IHG Hotels & Resorts, Intuit, Kaiser Permanente, and FedEx Corporation** are in the pipeline, working to find an inside contact for outreach.
 - Additional engagement opportunities remain open with **Harris Corporation (now L3Harris)** and other partners.

Observations

- Outreach has been distributed across the leadership team, ensuring diverse industry representation.
- We have already secured one **confirmed partnership (Atom Power)** and one **scheduled meeting (Fidelity Investments)** within the first wave of communications.
- Several companies expressed **interest pending follow-up**, while one company (**Infrastructure Consulting & Engineering, LLC**) indicated no interest at this time.

A summary of all the above has been reported below.



Outlook

The IEC Outreach is off to a strong start with visible progress across multiple sectors—logistics, aerospace, finance, healthcare, and technology. With over 30 companies identified, our systematic approach ensures continued expansion of industry relationships, laying the groundwork for impactful collaborations aligned with IEEE’s mission.

- Ongoing outreach programs across IEEE Region 3 to strengthen ties between industry and academia.
- Initial engagement activities have begun and are being expanded.

3.2 Webinar Series on AI & Data Centers

- Planning in progress for a new series featuring AI-driven data centers.
- Focus: Emerging challenges, sustainability, and workforce needs in high-performance computing and cloud infrastructure.

34 Industry Visits

- **Duke Energy** and **Honda Jet** industry visits are in progress.
- Next Step: Follow-up required to confirm scheduling and finalize agenda.

5. Summary & Next Steps

- While LinkedIn outreach to executives for SoutheastCon 2025 did not yield direct responses, we are actively pursuing alternative engagement strategies. One effective approach has been identifying the right points of contact within organizations, which is already being applied for the IEEE Industry Engagement

Career Fair. This strategy will serve as a foundation for future engagement efforts.

- The SoutheastCon IEC Panel and Energy Industry Webinar have been key highlights, bringing strong thought leadership and valuable insights to Region 3 members.
- Upcoming activities — including AI Data Center Webinars and Industry Site Visits — will expand practical exposure and create more touchpoints for IEEE members to connect with industry leaders.