

Fundamentals of Standards for Government Agencies

May 9, 2013

SPEAKER BIOS

George Arnold

George Arnold is Director of the Standards Coordination Office at the National Institute of Standards and Technology (NIST) and is responsible for leading the agency's standards and conformity assessment activities. Previously, since 2009, he served as National Coordinator for Smart Grid Interoperability and led the development of standards underpinning the nation's Smart Grid and also co-chaired the White House National Science and Technology Council's Smart Grid policy subcommittee. In 2011 he added an additional responsibility as Director of the Smart Grid and Cyber-Physical Systems Program at NIST. Dr. Arnold joined NIST in September 2006 as Deputy Director, Technology Services, after a 33-year career in the telecommunications and information technology industry.

Dr. Arnold served as Chairman of the Board of the American National Standards Institute (ANSI), a private, non-profit organization that coordinates the U.S. voluntary standardization and conformity assessment system, from 2003 to 2005. He served as President of the IEEE Standards Association in 2007-2008 and Vice President-Policy for the International Organization for Standardization (ISO) in 2006-2009.

Dr. Arnold previously served as a Vice-President at Lucent Technologies Bell Laboratories where he directed the company's global standards efforts. His organization played a leading role in the development of international standards for Intelligent Networks and IP-based Next Generation Networks. In previous assignments at AT&T Bell Laboratories he had responsibilities in network planning, systems engineering, and application of information technology to automate operations and maintenance of the nationwide telecommunications network.

Dr. Arnold received a Doctor of Engineering Science degree in Electrical Engineering and Computer Science from Columbia University in 1978. He is a Fellow of the IEEE and has delivered or authored over 100 talks and publications.

David Alderman

Mr. Alderman leads standards coordination and conformity activities within Standards Services, Standards Coordination Office at NIST. He addresses NIST's responsibilities under the National Technology Transfer and Advancement Act (NTTAA) which calls for NIST to coordinate Federal, State, and local technical standards activities and conformity assessment activities, with the private sector, with the goal of eliminating unnecessary duplication and complexity.

Prior to that, David was with the National Voluntary Laboratory Accreditation Program (NVLAP) for 14 years. He initially served as the Program Manager for NVLAP's largest program, where he was responsible for the accreditation of over 600 asbestos testing laboratories. In 1994 he was named the Deputy Chief of NVLAP responsible for managing the day-to-day operations while also serving as the Program Manager for NVLAP's Fasteners and Metals Program. In October of 1999, he was named the Chief of NVLAP.

Mary Jo DiBernardo

Ms. DiBernardo joined NIST in June 2000. She is responsible for the management, design, development and delivery of the Standards Services workshop programs, including training for government agencies on standards, conformity assessment and related topics and the NIST Standards in Trade (SIT) Workshop Program. SIT workshops introduce U.S. stakeholders to emerging standards and conformity assessment issues in other countries and regions; identify regulatory information and market access issues; and provide timely information to foreign officials on U.S. practices.

For about 10 years prior to this, Ms. DiBernardo was responsible for NIST's implementation activities under the U.S.-EU Mutual Recognition Agreement (MRA) for Electromagnetic Compatibility and Telecommunications Equipment and the Organization of American States Inter-American Telecommunications Commission (CITEL) MRA. She also served as the NIST lead for negotiating the U.S.-Japan MRA for Telecommunications Equipment. She worked extensively with the National Voluntary Conformity Assessment System Evaluation (NVCASE) Program on NIST's recognition of U.S. accreditation bodies and has been trained as an ISO 9001 Lead Assessor. Before joining NIST, Ms. DiBernardo was the Staff Director for Conformity Assessment at the American Council of Independent Laboratories (ACIL) in Washington, DC. She

represented the laboratory community on issues involving testing, certification, and accreditation.

Ms. DiBernardo holds a M.P.A. from the State University of New York (SUNY) at Albany, Rockefeller College of Public Affairs and Policy and an undergraduate degree in Political Science and Economics from SUNY Albany as well. In addition, she earned a graduate certificate in International Studies from the Johns Hopkins University School of Advanced International Studies in Washington, DC and a certificate from Georgetown University's Center for Professional Development in their Negotiation and Dispute Resolution program. She was the first recipient of the American National Standards Institute's Next Generation Award in 2004 and graduated from NIST's Building the Next Generation leadership program in 2006.

Gordon Gillerman

Gordon Gillerman is the Director of Standards Services, Standards Coordination Office at the National Institute of Standards and Technology (NIST). Gordon has extensive experience in coordinating standards policy and development across a wide range of sectors critical to the U.S. including homeland security, safety, health and protection of the environment.

Gordon has been the NIST lead in designing and implementing conformity assessment programs as well as assisting in the development of performance standards to meet other federal agency and industry needs and fulfill NIST's role in coordinating standards and conformity assessment in the U.S. Gordon is the Public Sector Co-Chair of the American National Standards Institute's (ANSI) Homeland Security Standards Panel, a member of the Toy Industry Association, Toy Safety Certification Program's Oversight Council and a sought after lecturer on standards, conformity assessment and regulation.

Previous positions include leading government affairs for the largest U.S. product safety certification and standard development organization, Underwriters Laboratories (UL) in Washington, DC, and Staff Engineer for the medical device and information technology sectors at UL's Northbrook, IL headquarters. Gordon has worked collaboratively within the standards community to enhance health, safety, the environment and security throughout his career. In 2008 Gordon received an Environmental Protection Agency Gold Medal. He has also received a Department of Commerce Bronze Medal and the ANSI Meritorious Service Award for his work in standards and conformity assessment.

Gordon received a Bachelor's Degree BSEET from Bradley University in Peoria, IL.

Pat Harris

Pat Harris is an International Standards Specialist in the NIST's Standards Coordination Office. She brings to SCO extensive experience in the standards development arena at the national and international levels, having managed an ANSI-accredited standards setting organization and the secretariat for an ISO Subcommittee. Through this hands-on experience she has gained valuable insights into standards development processes and systems. She has also engaged in a number of standards activities that have demonstrated the value of standardization to enabling innovations in information technology, including standardization of the file structures for the CD-ROM and eBooks. Currently her duties include participating on the team representing U.S. standards interests to the Asia Pacific Economic Cooperation (APEC).

Ms. Harris is a graduate of the Randolph Macon Woman's College, holds an M.S. from the University of North Carolina-Chapel Hill, and currently serves on the Board of Visitors to the UNC-Chapel Hill School of Information and Library Science.

Ileana Martinez

Ileana Martinez is an International Affairs Advisor in the Standards Coordination Office at the National Institute of Standards and Technology (NIST). She also serves as International Affairs Advisor to the National Voluntary Laboratory Accreditation Program (NVLAP) at NIST and is President of the Inter American Accreditation Cooperation (IAAC).

Ms. Martinez has expertise in the U.S. approach to standards, regulations, conformity assessment, laboratory accreditation, as well as in the National Technology Transfer and Advancement Act (Public Law 104-96), U.S. trade obligations under the World Trade Organization (WTO) Technical Barriers to Trade Agreement (TBT), the U.S. Inquiry Point, and related topics.

From 1996 through 2000, she served as the NIST Regional Standards Attaché at the U.S. Embassies in Buenos Aires, Argentina and in Brasilia, Brazil, with standards-related responsibilities for South America, seeking to reduce technical barriers to trade in the region. Ms. Martinez earlier worked as a Standards Engineer in a variety of industrial sectors for both U.S. and overseas organizations gaining hands-on experience in

national, regional and international standardization and conformity assessment activities.

Ms. Martinez earned a bachelor degree in Mechanical Engineering from the Catholic University of America in Washington, D.C. and did graduate work at American University in Washington, D.C. in Science/Technology Policy.

Erik Puskar

Erik Puskar leads global standards information activities within Standards Services, Standards Coordination Office at NIST.

Erik provides technical information related to standards and supports Federal agencies by monitoring developments in standards and conformity assessment internationally. Erik also leads SSG's impact analysis efforts of voluntary consensus standards as well as NIST's efforts on education about standardization. He is a member of the ANSI Committee on Education and represents NIST on the International Cooperation for Education about Standardization (ICES).

In addition to standards, he has experience in the fields of information technology, funding innovative high-risk technology and fiscal affairs/taxation. Previous to SSD, Erik was a program manager with the Advanced Technology Program (now Technology Innovation Program) of NIST and has held other positions with the U.S. Government, international development organizations, and consulting.

Erik holds a degree in Economics from Rutgers University and a Masters Degree in Public Management and Policy from Carnegie-Mellon University.

Anthony R. Quinn

Anthony Quinn is the Director of Public Policy and International Trade for ASTM International. His role is to advance the understanding of ASTM's global standards and promote the public-private partnership of standards development. Mr. Quinn was selected for the European Union Visitor Program (EUVP) in 2011 by the European Parliament and the European Commission to gain first-hand experience on exploring ways to increase cooperation between the EU and US in the areas of alternative energy, health policy, trade and technical barriers to trade (TBT) issues.

Prior to joining ASTM International, he was the Senior Government Relations Representative for the American Society of Mechanical Engineers (ASME) where his role was to coordinate advocacy efforts for standards, defense, aerospace and bioengineering issues before Congress and at federal agencies. He also spent several years working for the United States Congress, including a three-year term as the Legislative Aide to the late Congresswoman Stephanie Tubbs Jones (OH-11) covering healthcare, homeland security, agriculture, telecommunications, and technology issues.

Mr. Quinn earned his bachelors degree from the Maxwell School at Syracuse University where he was a Ronald E. McNair Scholar and his master's degree from Johns Hopkins University in Public Policy and Public Health.

Jennifer Stradtman

Jennifer Stradtman is the Director of Technical Barriers to Trade for the Office of the United States Trade Representative (USTR). Prior to joining USTR, she worked for the Department of Commerce for 10 years between the Office of the ITA Standards Liaison and the Trade Compliance Center working on removing obstacles to trade presented by standards and technical regulations. Ms. Stradtman also worked as a staff Director for the American Council of Independent Laboratories primarily working with federal agencies on government acceptance of independent testing.

Ms. Stradtman has a Master's Degree in Geography with a concentration in International Trade from the University at Buffalo.

Henry Wixon

Henry Wixon became Chief Counsel for the National Institute of Standards and Technology (NIST) of the U.S. Department of Commerce in 2009. The Office of the Chief Counsel for NIST advises the agency in programmatic matters including Cooperative Research and Development Agreements (CRADAs), Interagency Agreements, Material Transfer Agreements, Nondisclosure Agreements and patenting. In addition, Mr. Wixon's office has significant responsibility for Department of Commerce regulations implementing the Bayh-Dole and Stevenson-Wydler Acts, and for appeals under Executive Order 10096 of Employee Rights Determinations from all Federal agencies.

In his role as Chief Counsel, Mr. Wixon is actively involved in issues at the intersection of intellectual property rights and standards, and represents NIST as an ex officio member of the Intellectual Property Rights Policy Committee of the American National Standards Institute.

Prior to joining NIST, Mr. Wixon was a partner with the law firm of Wilmer Cutler Pickering Hale and Dorr LLP in Washington, DC. In over twenty years in private practice as a registered patent attorney and intellectual property specialist, Mr. Wixon developed and implemented worldwide patent acquisition, defense and enforcement strategies for domestic and international clients. In addition to extensive patent litigation, he conducted intellectual property due diligence for M&A, IPO, and VC and Angel funding, and counseled industry and academic clients in all aspects of technology transfer.

Mr. Wixon was awarded his J.D. degree from George Washington University, where he was a member of The George Washington Law Review. He holds a B.S. degree in zoology with a minor in chemistry and a M.S. degree in neuropharmacology from the University of Maryland, College Park.

A Certified Licensing Professional, Mr. Wixon is a past Chair of the Maryland Chapter of the Licensing Executives Society, USA and Canada (LES). He has been a member of the LES Professional Development Series (PDS) Faculty for many years, teaching fundamental, intermediate and advanced PDS courses.

**Setting Standards: A Simulation Exercise in Strategy and
Cooperation
in Standardization Processes
May 10, 2013**

FACILITATOR BIO

Dr. Jorrit de Jong

Dr. Jorrit de Jong is Academic Director of the Innovations in Government Program and Adjunct Lecturer in Public Policy at Harvard University's Kennedy School of Government, where he teaches strategic management, public problem solving, and innovation in executive education programs. His research, teaching and consultancy focus on cross-sectoral collaboration, democratic governance, public management and leadership.

Dr. de Jong is an expert in standards simulation exercises about the political and economic aspects of standardization and has moderated and facilitated simulation exercises for over 250 government organizations and universities around the globe, reaching more than 3000 participants. His simulation exercise for standardization has received acclaim from leading experts in the industry, distinguished scholars of standardization and standards management organizations. Dr. de Jong has contracted with NIST in the past to offer the course, *Setting Standards: Exercise in Strategy and Cooperation in Standardization Process*, and his broad experience in this highly specific area, where didactic theory meets standards management, is invaluable.

De Jong has lectured and conducted research on innovation, change, and development in Europe, Asia, North America, and Africa. He is cofounder of United Knowledge, an Amsterdam-based firm that develops simulation games for professionals. He is also cofounder of the Kafka Brigade, an action research organization with offices in the UK and the Netherlands that aims to diagnose and remedy excessive bureaucracy. His most recent books include *The State of Access: Success and Failure of Democracies to Create Equal Opportunities* (Brookings Institution Press, 2008, with Rizvi), *Agents of Change: Strategies and Tactics of Social Innovation* (Brookings Institution Press, 2012, with Cels and Nauta), and *Dealing with Dysfunction: Problem Solving in Public Sector Bureaucracies* (Brookings Institution Press, forthcoming). He holds Master Degrees in Public Administration and Philosophy and a PhD in Public Policy and Management.