2022 Speaker Bios

Welcome to the 2022 Standards Technology Forum!

Lakshmy Mahon
Global Data Vision

Lakshmy Mahon is the President & CEO of Global Data Vision (GDV). Prior to her role at GDV, she worked at the American Petroleum Institute (API) for more than 16 years. During her tenure she served as the Director of Global Industry Services and was responsible for API's Commercial businesses which included the Certifications, Intellectual Property & Distribution group, the Safety programs, and Training.

In her role as President & CEO of Global Data Vision, she and her team work closely with various industry members, regulators, government agencies, universities, international standards bodies, and other stakeholders to create products and services to further the overall use of necessary industry standards and programs within the boundaries of copyright, licensing, and permissions. She has also led the Standards Technology Forum for 6 years in an effort to share technology-related best practices with this global community.

Sara Johnson
S&P Global

Sara Johnson is Executive Director, Global Economics with S&P Global Market Intelligence. In this role, she helps clients assess worldwide business opportunities and risks. Ms. Johnson co-authors and edits the *Global Executive Summary*, manages the Executive Strategy Council, and presents the economic outlook to international conferences. She was previously North American Research Director with Standard & Poor's DRI and Managing Director of Global Macroeconomics with Global Insight, predecessors of the Economics and Country Risk group at S&P Global Market Intelligence. Ms. Johnson holds a B.A. degree in economics and mathematics from Wellesley College and an M.A. in economics from Harvard University with concentrations in finance and macroeconomic theory. Ms. Johnson is chair of Associated Industries of Massachusetts' Board of Economic Advisors, a past president of The Boston Economic Club, and a director of Pioneer Institute (a nonpartisan public policy research center). She is a former director of the National Association for Business Economics (NABE) and the NABE Foundation, and was named a NABE Fellow in 2014.

Simon Powell

BSI Group

Director, Product Management at BSI

Within BSI's Knowledge division I'm responsible for the teams that manage our portfolio of digital products and services, along with our Knowledge Labs Innovation team. Our focus is looking to improve the end-to-end user experience for consumers of standards, through digital transformation of the creation of standards and their delivery to the customer. Having been an information industry professional for 25 years, I'm looking to bring wider STM approaches and best practices into the standards publishing space.

Alton Sanders
The Boeing Company

Senior Project Engineer and Designated Expert
Standards Management (Application, Development, Processes, and Tools)

I championed Boeing's transition from word processing to XML data 15 years ago. Since then I have led several projects to exploit the value of standards as digital data. In 2023, I will begin a new assignment to lead the implementation of manufacturing process standards as model-based design objects.

I am a member of the ANSI Executive Standards Council and active with SES, the Society for Standards Professionals. I support the NISO project on a Standards-Specific Ontology Standard.

Olu Odeniyi

New Prospect Business Solutions Ltd

*Former Regional Leader for global technology company (Corporate)
*Former President of Chamber of Commerce (mainly SME, some corporate)
*Former board director of the Federation of Small Businesses (FSB) (SME)
*External Advisor to Royal College of Nursing (Corporate)
*Independent advisor regarding security, strategy and digital transformation (SME & corporate)
*UK Gov "Help to Grow" mentor (SME)

Olu has advised on standards (mainly security / data protection / risk / AI related) across all the above positions, which has involved significant SME interaction and representation. Olu continues to represent SME views and advise on standards adoption. Standards are also included within Olu's training materials for SMEs and corporate organisations.

Markus Franke

Schaeffler

Markus has spent his professional life working with the development of products, their manufacturing and the support by IT systems and data. In the last 10 years his focus has been on standardization, data management and collaboration with customers. In his view, data & information are the new gold. Therefore, in the future he feels it important to look at the topic of digitalization holistically across the product lifecycle. Here, smart standards is a "treasure" that needs to be lifted.

As an advisory board member in DIN ANP on Smart Standards, Markus would like to advance digitization in the standardization environment, also in an international context.

Cord Wischhöfer
DIN Software

Cord has been working in IT standardization and standards management technology for DIN and DIN's metadata and database subsidiary DIN Software since the mid 1990s. Presently his work focusses on technology and organizational infrastructure for making SMART Standards a reality in the ISO-, CEN-CENELEC and DIN/Beuth environment: Using and improving NISOSTS, developing content repository architectures and semantic technology for the extraction of granular content from standards. Within this last line of work falls the upcoming NISO project of a Standards-Specific Ontology Standard.

Leslie McKay

SAE International

Leslie McKay is a Senior Product Manager at SAE International where she manages a team of product managers responsible for standards, journals, technical papers, EDGE reports, and OnQue, SAE's patented digital standards solution. Leslie has over 25 years' experience in leading effective product strategies, from development to commercialization, for the eClinical, supply chain, and aerospace industries. Leslie is currently focused on educating the industry about how digital standards can be leveraged to enable companies to create products faster without sacrificing quality.

Pablo Corróns
AENOR

Pablo A. Corróns is the Director of Standards Sales and Marketing at AENOR since 2012. Since then, Pablo is responsible for the design, planning and monitoring the sales and marketing strategy of standards in AENOR. Pablo has 22 years of experience in standardisation, from managing national, European and international technical bodies through the sales of standards and related products and services. Before being the Director of Standards Sales and Marketing , Pablo was Head of International Affairs, being responsible for the Spanish position at IEC and CENELEC. Presently his work also focusses on strategic marketing of the conformity assessment business at AENOR. Pablo is BSc Industrial Engineering (Electronics and Automatic Control), Executive MBA and Marketing Management Programme PDM.

Marion Winkenbach

DIN/Beuth

Marion Winkenbach has been Managing Director at Beuth Verlag, the publishing company of the DIN Group in Berlin, since 2017. She manages Beuth Verlag together with Dominik Grau and is responsible for sales, marketing and product development.
Marion has worked for over 30 years as a publishing manager in leading positions in the German publishing industry, predominantly in the technical information and reference sector.

She has been Co-Chair of the JCAG of CEN/CENELEC and a board member of the German Association of Business Media since 2021.

Dr. Thilo Schmidt

DIN

Thilo is the in-house lawyer at DIN. Specialized in commercial and copyright law, Thilo has been advising on the dissemination of standards since 2013. Currently he is focusing on the development of new digital business models in the exploitation of SMART-Standards. Thilo is also the leader of the CEN/CENELEC Legal Platform.

Fredrik Fehn

SIS

Fredrik Fehn has been Head of Product Development at SIS since 2016. In this role, Fredrik provides leadership to the Swedish Institute for Standards in developing existing and new services to meet user needs and to digitally transform the delivery of standards content. Prior to his current role Fredrik developed strategic areas such as the role of standards for government agencies, market surveillance and in public procurement. Fredrik has almost 10 years' experience in standardization, covering both commercial and legal aspects. Since May of this year, he leads the CEN/CENELEC workstream tasked with defining a new business model for Smart Standards. Fredrik holds a B.A (Hons) in History, Politics and Economic History from Royal Holloway, University of London, and a master's degree in political science from the University of Gothenburg.

Todd Carpenter
NISO

Todd Carpenter currently serves as Executive Director of the National Information Standards Organization (NISO), a non-profit association that develops and maintains standards for the creation, persistent management, and effective interchange of information. Prior to joining NISO, Todd was Director of Business Development at BioOne, an aggregator of biological science journals. He also held management positions at The Johns Hopkins University Press, the Energy Intelligence Group, and the Haworth Press. He has served on the Boards of several industry and community organizations, including the Book Industry Study Group, the Baltimore County Public Library, the Society for Scholarly Publishing, and the Free Ebook Foundation. He serves as Committee Manager for the ISO Technical Subcommittee on Identification and Description (ISO TC 46/SC 9). Todd is a graduate of Syracuse University and holds a masters degree in business from the Johns Hopkins University.

Guilaine Fournet
IEC

Ms. Guilaine Fournet joined the IEC in 1998. First in the Information & Marketing Department, then in 2001 she became the Affiliate Country Programme's coordinator. In 2003, she was appointed Customer Service Centre Manager and in 2006 Sales Manager.

Since 2008 she is the Head of Sales & Business Development. Reporting to the CFO she manages and develops measures aimed at increasing overall sales revenues. She is in contact with IEC members, standards developing organizations (SDOs), resellers and customers. She is also in charge of copyright and intellectual property matters.

Nelson Al Assal Filho

ABNT

Nelson has been in Standardization for 20 years, as Head of IT in ABNT Brasil till 2019 responsible for the digital transformation of the Brazilian organization, and from 2020 as Director of Standards Development, managing more than 250 National Committees and 25.000 experts. Member of ISO/TMB since 2021 and member of ISO/ITSAG since 2017 has been dealing with the convergence and innovation on the business model of standards adding digital technologies as well as new approaches to the business model.

Former Chairman of ISOlutions from 2010 to 2021, has a major experience in assisting developing countries in adopting digital technologies and information management as tools for a new strategic competitive approach. Has assisted and implemented digital solutions and business models in standards development and sales for countries as Argentina, Chile, Colombia, Bolivia, Colombia, Peru, Angola, Ghana, Mozambique
He is member of the ISO/TMB since 2020, member of the ISO Smart Standards Program and Champion for Smart Standards for the Americas. Is absolutely passioned for standardization and the ISO family!

Kareen Riley-Takos

Standards Australia

Kareen Riley-Takos is General Manager Operations at Standards Australia, leading the organization's Standardization, Publishing, Technology and Data functions. She is a member of the Australian National Committee, the IEC Business Advisory Committee and outgoing member of the IEC Standardization Management Board.

Sadhvir Bissoon

SABS

Dr Bissoon is the Executive for Standards and has been in the employ of the SABS for 19 years. He has extensive knowledge and experience on standardisation at national, regional and international level

As the Executive of Standards, he is responsible for the strategic leadership of the Standards Division which includes the development, maintenance, publication and distribution/sale of South African National Standards that support national socio-economic, environmental and industrialization benefits for South Africa.

He has held various roles at the SABS during this period including: Standards Research; SABS Business transformation and internal consulting; Business Improvement; Sales and Marketing; Learning and Performance Excellence; Training, Risk and Assurance and Enterprise Development.

Dr Bissoon holds various leadership and governance roles in National, Regional and International Bodies including:

*Council Member of the International Organisation for Standardisation (ISO) (Current 2021-2023)
*President of the South African National Committee (SANC) to the IEC (Current)
*Council member of the African Organisation for Standardisation (ARSO) (Current)
*Council member of the African Electro-technical Commission (AFSEC) (Current)
*Member of SADCSTAN Executive committee (Current)
*Council Board Member of the International Electro-technical Commission (IEC) (term 2015 - 2020)
*Council member of the National Laboratory Services (NLA)
*Advisory Board Member of the National Metrology Institute of South Africa (NMISA)

Sebastian Kriegsmann
DIN

Sebastian was responsible for digital product development at BEUTH as Head of Digital Processes and Services until the end of 2018. In January 2019, he moved from the subsidiary Beuth to the parent company DIN (German Institute for Standardization) where he joined the management team for Digitalization and Information Technology. An important focus is on the question of which formats and delivery methods standards will need to meet changing customer requirements in the context of digitization and which business models are necessary to finance standardization in the long term.

Kristyn Gutierrez

ASME

Kristyn Gutierrez has served as the Director of Systems Management for Standards and Engineering Services at ASME for the past year. She has been an IT professional for the last thirteen years, but is new to standards development. With a background in for-profit print and digital publishing, Kristyn is hoping to share her experiences and hear about lessons learned from other SDOs.

Peter Maidens
BSI Group

Pete joined BSI in 2016 and has since led both BSI's transition to XML-early publishing workflows, and migration from BSI's legacy OpenText committees system into ISOlutions. Pete now leads BSI's publishing operations and domestic standards development teams. Prior to BSI, Pete spent 10 years at a legal information solutions provider (LexisNexis) as part of their global operations leadership team, focused on delivering new content-led digital information products at scale, and establishing global shared services.

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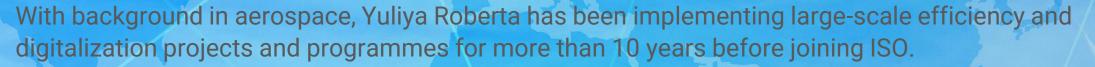
Ralph Sporer
Siemens AG

Ralph Sporer is Standardization Manager in Siemens and Chair of the Standardization Management Board of IEC.

He is co-convenor of IEC Strategic Group 12 Digital Transformation and Systems Approach, member of the ISO-IEC SMART Joint Coordination Group and the IEC Board Taskforce on Smart Standardization and Conformity Assessment.

Yuliya Roberta Gerasymchuk
ISO

With background in aerospace, Yuliya Roberta has been implementing large-scale efficiency and digitalization projects and programmes for more than 10 years before joining ISO.

Today she serves as a programme manager, overseeing portfolio of ISO strategic projects and programmes mostly focused on customer needs and digitalization. Since end of 2021 she started coordinating the Technical Solutions project within IEC-ISO SMART Programme.

Sven Bergander

Beuth Verlag

Since 2013 at Beuth Verlag in product management, Sven has now been increasingly involved in digital solutions for the past seven years. As Product Owner to various projects around content creation and management, besides taking over responsibility for the development team, his scope has always been digital first.

In 2021, he took over as head of platforms and processes and has been consistently building up the e-commerce, standard management and SMART standards teams and roles.

George Gulla
ANSI

George A. Gulla is Senior Vice President of Publication Sales, Business & Membership Development at the American National Standards Institute (ANSI).

He is responsible for establishing and implementing ANSI's strategic and operational goals for publication sales and membership growth and revenue diversification. George is also responsible for the development of relationships that will align the Institute with applicable national, regional and world-wide commercial sales and marketing initiatives. He is also an active member of various ISO and IEC advisory and working groups.

Michael Arnold
UL Solutions

Mike Arnold is a Director of Product Management at UL Solutions, leading their Regulatory Technology portfolio and platform. In this role, he has led the successful development of ML and AI solutions that enable AI assisted regulatory research and knowledge management. His recent work in Regulatory Technology has resulted in two patents:

- U.S. Patent No 11,575,493, Methods for dynamically assessing applicability of product regulation updates to product profiles (issued Oct. 18, 2022)
- U.S. Patent Application No. 17/948,152, Systems and Methods for Dynamically Classifying Products and Assessing Applicability of Product Regulations (filed Sept. 19, 2022)

Mike has 12 years of experience in regulated industries including Healthcare (Baxter Healthcare), Retail (Amazon), and Testing, Inspection, and Certification (UL Solutions).

Robert Wheeler
ASME

Robert Wheeler is the Director of Publishing Technologies at ASME (American Society of Mechanical Engineers), where he helps guide their digital strategy and publishing business, with a particular focus on the Codes and Standards publishing program. He is Co-Chair of the NISO SSOS (Standards-Specific Ontology Standards) Working Group and the NISO STS ([XML] Standard Tag Suite) Standing Committee.

Robert has over 25 years' experience in STM/STEM publishing, from the front end of production to online publishing. Working previously at AIP (American Institute of Physics) on their online publishing platform, Scitation, and before that, supporting their in-house XML typesetting division. He also worked at Springer/Kluwer Academic, part of a small team devoted to the planning, design, and implementation of electronic initiatives, spearheading a number of projects focused on XML technology and digital workflows.

Tommie Usdin

Mulberry Technologies, Inc.

B. Tommie Usdin is President of Mulberry Technologies, Inc., a consultancy specializing in XML for prose documents. Ms. Usdin has been working with generic markup since 1985 and has been a supporter of XML since 1996. She chairs "Balisage: The Markup Conference" and is a frequent speaker at JATS-Con, MarkupUK, and other conferences. Ms. Usdin has developed DTDs, Schemas, and XML/SGML application frameworks for applications in academia, government, and industry. Projects include reference materials in medicine, science, engineering, and law; semiconductor documentation; standards; historical and archival materials; and text books. Distribution formats have included print books, magazines, and journals, and both web- and media-based electronic publications. She is co-chair of the NISO Z39-96, JATS: Journal Article Tag Suite Working Group, and is a member of the NISO STS Standing Committee and of the BITS Committee.