2011 AAEOY Leadership Conference

Location: Hilton Seattle Airport and Conference Center, Seattle WA
February 26, 2011, 12:30pm – 4:00pm
Event is complimentary and open to the public.
Theme: Career and Engineering Leadership

ENGINEERS WEEK® 2011

12:30pm – 1:15pm Program Management and Leadership Attribute

This session will deal with the application of some of the program management best practices and how these are used to provide effective execution. Leadership Attributes will also be discussed. Their application to successful projects will be discussed.

Dr. Dianne Chong, Ph.D. Vice President – Assembly, Factory & Support Technology;
Boeing Engineering, Operations & Technology, The Boeing Company

1:15pm – 2:00 pm Become Visible: Let Your Voice Be Heard

One of the key factors in transitioning from an individual contributor to a leader is the ability to be seen as a potential leader. This brief presentation will discuss perceptions that keep Asian Pacific Islanders (API) from being promoted into leadership positions especially at the senior level. The presentation will also offer ways to dispel these negative perceptions that imply that APIs while hard workers and great individual contributors are really not suited to be in leadership positions.

J.D. Hokoyama President and CEO; Leadership Education for Asian Pacifics, Inc (LEAP)

2:00pm – 2:45pm   Moving from Expert to Trusted Advisor

Are you ready to compete in a world where success is measured by the business impact of your ideas and advice? Microsoft Services Chief Technology Officer Norm Judah define Technical Leadership and share perspectives on the journey that engineers must take from simply being experts to becoming trusted advisors to managers, business leaders, and customers. Learn how to build the right skills and use them to increase your personal value and influence.

Norm Judah Chief Technology Officer Worldwide services, Microsoft

3:00pm – 4:00pm Panel Discussion: "Career Turning Points and Learning"

Panelists: **Chee Chew** Director of Engineering, Google
Manny Zululeta VP, Lockheed Martin
Dianne Chong VP, Boeing
J.D. Hokoyama President and CEO, LEAP

_____

For more information, please e-mail contact@aaoey2011.org.

Speaker Bios

Chee Chew, Engineering Director, Google

As an Engineering Director in Google's Kirkland office, Chee oversees Google Applications and Client efforts in Seattle and Kirkland offices. These Seattle area teams contribute to Chrome, Chrome OS, Gmail, Google Talk, Google Pack and internal tools.

Prior to Google, Chee spent 14 years at Microsoft starting as a code-crazy engineer on Windows 95, His last project at Microsoft was as General Manager of Games for Windows LIVE within the Xbox organization. Before Microsoft, Chee earned his Bachelor of Science and Master of Science in computer science from MIT in cooperation with Hewlett Packard Labs in Palo Alto.

Emmanual Zulueta, Vice President, Lockheed Martin

Emmanuel Zulueta was appointed Vice President and Site Executive of Michoud Operations in October 2006. Mr. Zulueta is responsible for leading a team of 2,000 employees at multiple sites. In this capacity, he has the oversight of all design and assembly of the Space Shuttle external tanks, including development of technical programs and managing program specific facility operations. He is also responsible for coordinating Michoud Operations' role in the Orion Crew Vehicle program. Mr. Zulueta coordinates directly with the NASA customer and is responsible for maintaining effective relationships between the employee team, customers, suppliers and subcontractors. Previously, Mr. Zulueta was senior vice president, LM Corporate Shared Services from November 2003 to October 2006. Prior to that position, Mr. Zulueta served as vice president, Material Acquisition Center – Mid Atlantic Region (MAC-MAR). Mr. Zulueta started his career with General Electric in 1980.

Mr. Zulueta earned his Bachelor of Science degree in Materials Engineering at Brown University and his Master of Science degree in Materials Science and Engineering at the Massachusetts Institute of Technology. Mr. Zulueta was a recipient of the Asian American Engineer of the Year award from the CIE-USA in 2006 and in 2008 was voted by the local Lockheed Martin Leadership Association as the Executive of the Year. Mr. Zulueta serves on the Board of Trustees for the United Way of Greater New Orleans, and on the Business Council of New Orleans.

Dr. Dianne Chong, Ph.D., Vice President, The Boeing Company

Dr. Dianne Chong is the Vice President of Materials Assembly, Factory & Support Technology in the Boeing Engineering, Operations &Technology organization. In this position she leads the organization responsible for development and support of manufacturing processes and program integration for the Boeing Enterprise. Prior to this she was the Director of Materials & Process Technology for Boeing Commercial Airplanes. Dr. Chong was also the Director of Strategic Operations and Business for IDS Engineering.

Dr. Chong received Bachelor's degrees in biology and psychology from the University of Illinois. She also earned Master's degrees in physiology and metallurgical engineering. In 1986, Dr. Chong received her Ph.D. in Metallurgical Engineering from the University of Illinois. She also completed an Executive Master of Manufacturing Management at Washington University. Dr. Chong has been a member of the National Materials Advisory Board. She has served on the Board of Trustees and is a Fellow of the ASM International. In 2007-08, she served as the President of ASM International. Dr. Chong is currently serving on the NAS Board on Global Science and Technology and is a commissioner to the ABET EAC. In 2010, she received the AAEOY award for corporate management.

Norman Judah, Chief Technology Officer, Worldwide Services, Microsoft

Norm Judah serves as Chief Technology Officer of Worldwide Services at Microsoft, focusing on technical strategy, innovation, technical communities, and enterprise services strategy. Acting as the technical conscience for the Services organization, Norm insists on technical excellence and quality assurance across the business. His ability to reach into his global constituency is proven by frequent and measurable feedback with the appropriate product groups and development teams. Driving process focused on customer's cross product solution scenarios and major design reviews, Norm champions tools and methods that result in reducing risk while also assuring high quality delivery. Norm is passionate about the growth and health of the worldwide technical communities and leverages his team to drive quality and build a strong community connection for the Microsoft customer-facing field.
The CTO's Office serves a vital role supporting Microsoft Worldwide Services both strategically and operationally. From a strategic perspective: the CTO Office determines the organization's technical strategy, setting product and technology direction, and operationally drives technical readiness, quality assurance and delivery excellence in the field. Norm is also the executive sponsor and host of TechReady, Microsoft's internal vehicle for broad technical readiness for the field communities.

Prior to his current role, Norm played a key part in the newly formed Platforms, Technology and Strategy Group, reporting into the CTO-Business Platforms. He held the title of Corporate Vice President of Business Development, responsible for the incubation, development and delivery of Web services such as UDDI, and the integration of the .NET platform through managing strategic partnerships with providers and consumers of business applications. This included managing the relationships with key partners, including SAP, as well as strategic customer projects.

As vice president of business development, Judah also engaged in the establishment of the Business Applications division and the acquisition of Great Plains Software. Previously he was director of enterprise program management in the Developer Division and general manager of the Enterprise Connectivity Group, managing several product groups, including the Host Integration and Repository product units.

Judah also worked closely with IT departments both internally and with customers. As director of core technology for Microsoft's Information Technology Group, he was responsible for the delivery of Microsoft's internal IT infrastructure and business applications. When he joined Microsoft in 1990, Judah was part of the startup team for Microsoft Consulting Services, and the first architect, where he later became director of technology. His group was responsible for providing architectural guidance, tools, methodologies, technical training and quality programs to the worldwide Microsoft consulting practices.

Prior to joining Microsoft in 1990, Judah worked for Imperial Oil Limited, the Canadian affiliate of Exxon Corp., where he architected and developed leading edge transaction processing systems and real-time distributed systems.

Collectively, he has more than 30 years of experience in the systems industry, most of which has been spent trying to simplify and streamline the way business applications are built through well defined application architectures. This is fueled by a passion to drive scenario based product planning based on working closely with customers and their applications.

Judah holds a Masters of Applied Science from the University of Toronto and a Bachelor of Science in Electrical Engineering from the University of Witwatersrand.

J.D. Hokoyama, President and CEO of LEAP

J.D. Hokoyama is the President and CEO of Leadership Education for Asian Pacifics (LEAP), Inc. As LEAP's chief executive officer, he is responsible for the overall leadership and management of the organization. Hokoyama has been with LEAP for nearly 20 years - first as a founding Board member, then as President and Executive Director - is a lead trainer, speaking around the country on leadership, diversity and Asian Pacific American issues.

LEAP is a national, nonprofit organization founded in Los Angeles in 1982 with a mission to achieve full participation and equality for Asian Pacific Americans through leadership, empowerment and policy. With original programs in leadership training, public policy research and community education, LEAP raises the impact and visibility of Asian Pacific Americans in all sectors.

Hokoyama is also nationally recognized for his leadership and service to the Asian Pacific American community. In 2000, he was named one of the "100 Most Influential Asian Americans of the Decade" by "A." Magazine, and has received numerous awards, including the "Executive Development Institute Service Award" by the Seattle Japanese American Chamber of Commerce and the "Community Leadership Award" by Asians for Corporate and Community Action at Pacific Bell.