



2009
Speaker List

Mobile Computing - Beyond Tomorrow

Gerald McNerney

Vice President, Strategy & Business Development
Motorola Inc.

Mr. McNerney is responsible for Motorola's strategy and business development for the Enterprise Mobility business. He takes this role after successfully managing the transportation, distribution and logistics industry markets globally for Motorola.

McNerney was formerly with AMR Research where he was the Senior Analyst, Supply Chain Service. Prior experience included sales, marketing, and operations managerial positions with international carriers specializing in perishable food, bulk and automobile carriage. He has appeared on CNBC and CNN and is widely quoted in leading business and industry trade publications on the benefits of mobility in the enterprise.

McNerney received his B.S. degree in Marine Transportation and Business Management from the State University of New York Maritime College at Fort Schuyler and M.B.A. degree in International Finance from St. John's University. He is a former commissioned officer of the U.S. Naval Reserve, U.S. Merchant Marine Officer and a member of WERC and Council of Supply Chain Management Professionals (CSCMP).

Trends and Analysis - The Analysts' View

Nikki Baird

Managing Partner
Retail Systems Research (RSR)

Ms. Baird is Managing Partner at Retail Systems Research, an analyst firm that provides market intelligence about retailers' attitudes and adoption of enterprise technology.

Baird's areas of focus revolve around the retailer-consumer relationship, including store operations, workforce management, cross-channel, loyalty, pricing and promotions, and supply chain execution.

Chris Quilty

Senior Vice President - Equity Research
Raymond James & Associates

Mr. Quilty has covered technology and specialty manufacturing companies since joining Raymond James in 1996. His research efforts currently focus on companies in the bar code industry and enterprise mobility solutions. In addition, Mr. Quilty also covers the defense electronics sector, where he has twice been recognized by The Wall Street Journal as a *"Best on the Street"* analyst, including a first place finish for 2004.

Mr. Quilty holds a Bachelor of Science degree in systems engineering from the U.S. Naval Academy and an M.B.A. from the University of Chicago. Prior to joining Raymond James, Mr. Quilty served five years as a deep-sea diving officer in the Navy special operations community.

Sean Ryan

Worldwide Research Analyst
IDC Mobile Enterprise.

Mr. Ryan, a worldwide research analyst within IDC's Mobile Enterprise group, provides coverage of mobile enterprise software and device technologies for the enterprise and mobile ecosystem providers. His primary focus is on mobile software markets including mobile infrastructure software, mobile middleware, mobile enterprise applications, and mobile device management.

Prior to joining IDC, Mr. Ryan engaged in business development for an organization affiliated with the Ministry of Information and Communications of South Korea where he researched and analyzed the market for opportunities, provided competitive analysis, developed go-to-market plans, offered strategic direction, brokered partnerships, and provided ongoing consulting services for Korean technology start-ups seeking to enter the U.S. market. Prior to this he held positions at Percussion Software and Nortel Networks.

Mr. Ryan earned his MBA in Information Technology from Bentley College. He received a bachelor's degree in Communications from the University of Massachusetts at Amherst.

Reik Read, Moderator

Senior Research Analyst
Robert W. Baird

As Baird's senior analyst, Read covers EMS and Electronics and Supply Chain technology. Prior to joining Baird in 2000, Read was an analyst with B.C. Ziegler. Previously, he was a management consultant with Ernst & Young.

In 2006, Read was recognized among the Best on the Street by The Wall Street Journal, ranking first in the Electronic & Electrical Equipment sector. In the 2005 Forbes.com/StarMine Analyst Awards, he ranked No. 1 for his stock-picking skills in Electronic Equipment and Instruments.

Read is the publisher of *RFID Monthly*, and is a regular presenter and panelist at RFID industry events, including RFID World, AIDC 100, AIM's Technology Leadership Summit, and the University of Wisconsin e-business Consortium. He received both a BS in Economics and an MBA from the University of Wisconsin-Madison.

New Market Opportunities - The Standards Connection

Scott Gray

Global Business Manager, GS1 BarCodes & Identification System
GS1 Global Office

Mr. Gray has worked for GS1 since 1996 and currently serves as the Global Business Manager, GS1 BarCodes & Identification at GS1 Global Office. In this role, Gray works with numerous entities to ensure GS1's BarCodes & Identification Business meets industry needs and is aligned with industry priorities. This role includes product management of GS1 Bar Codes, as well as the GS1 Identification System with primary focus on new sectors and new bar code technologies.

Prior to his current role, Mr. Gray held a number of positions inside GS1 Global and GS1 US. He is an experienced facilitator for, and promoter of, major GS1 initiatives. Before joining GS1, Mr. Gray spent 15 years in the printing and packaging industry. He held various production, sales, and marketing management positions during that time and developed product lines associated with GS1 Standards.

Craig Harmon

President and CEO
Q.E.D. Systems

With over 25 years of proven experience in the information systems industry, Harmon is among the leading experts on RFID standardization in the world. He chairs the ISO committee addressing RFID applications in the supply chain.

He is the chair for AIM Global's RFID Experts Group and the U.S. group developing the U.S. positions for ISO RFID standards. He serves as an officer in numerous ANSI, ISO and JTC 1 groups and the liaison to ITU and ETSI.

Harmon participates in the specification development of EPCglobal. He has written substantially on the topic of RFID, is the author of four books on data collection technology, including *Reading Between The Lines* and *Lines of Communications*, and is a keynote speaker at international RFID symposia. He provides the content for the web site "autoid.org".

Harmon was the 2004 winner of the Richard R. Dilling award. He earned a bachelors in Business Administration for the University of Iowa.

Rick Schuessler

CTO – Standards
Enterprise Mobility Business unit of Motorola

Mr. Schuessler's responsibilities include coordination of Motorola's participation in RFID and bar code standards activities, and research activities including the design of advanced encoding and decode algorithms for bar code and RFID data.

He has 24 years work experience in the Auto ID industry. He represents Symbol/Motorola at all of the major U.S. and international technical forums on bar

code technology and the Automatic Identification industry, and a number of RFID committees as well. He has been a member of AIM's Technical Symbology Committee (TSC) since 1992 (and was Chair of the TSC during 1995 and 2002, and 2007). More recently, Schuessler has also assumed responsibility for Symbol/Motorola's participation in the major RFID committees under AIM, EPCglobal, and ISO/IEC JTC1 SC31.

Before taking on his various R&D roles, Schuessler directed Symbol Technologies' Engineering Quality department. He received a BS in Psychology from Vassar College in 1974, and later received an Electrical Engineering degree from the State University of New York at Stony Brook.

Dan Mullen, Moderator

President
AIM Global

Mr. Mullen has served as President of AIM Global since 2003. As an industry advocate, Mr. Mullen strives to present a balanced view of the technologies -- including their strengths and limitations. He has appeared on CNN and been interviewed by many local, national, and international media outlets, including *BusinessWeek* and *Fortune*, addressing bar code, radio frequency identification (RFID) and many other AIM technology topics. Prior to this leadership position, he served as VP Operations and Vice President, Technology for the Association.

Mullen was the industry's primary liaison with national standards setting organizations such as the American National Standards Institute (ANSI), and serves as Chairman of AIM ADC1, the U.S. Technical Advisory Group for ISO/IEC SC31, and the international standards committee for Automatic Identification and Data Capture. Under his guidance, AIM symbology standards have moved from industry documents to internationally accepted specifications.

A graduate of the University of Notre Dame with a degree in electrical engineering, Mr. Mullen has also earned an MBA from Duquesne University.

An Insiders Look at Automatic Identification Around the Globe

Dr. Sergey Dudnikov

VP, Director, RFID
Systematica

Proficient in information technology, methodology and computer simulation in the fields of RFID, optical engineering, local network solutions, electric power engineering, Dr. Dudnikov has served as vice president and director of RFID for Systematica since 2007.

Dudnikov founded Aero Solutions SPB, Ltd. in 2003, served as CEO and built a team that became the first Russian RFID solution provider. The company was subsequently acquired by Systematica Group in 2007.

Dr. Dudnikov has published over 20 scientific papers, conference lectures/posters and has led development of Russian patents in the field of ICP-OES, holography,

interferometry & optical engineering, and RFID, including 10 original patents in the area of 3D Display and RFID technology.

Jan Svoboda

Sales & Marketing Director, Americas
UPM Raflatac, RFID Business

Mr. Svoboda has been actively involved in the AutoID industry for over thirteen years, and has spent the last three years working for UPM Raflatac managing the company's RFID business in the Americas from the company's North American RFID headquarters in Fletcher, NC. Prior to UPM Raflatac, he was RFID Business Unit Manager for SATO America, a manufacturer of industrial barcode printers and AutoID solutions; Manager, Business Development for Cognitive Solutions, a barcode printer manufacturer and Product Manager for Zebra Technologies, a barcode printer manufacturer.

Mr. Svoboda has spoken at numerous events, including the TLMI technical conference, EPC Global, RFID World and Pack Expo. He attended Technical Institute in Prague, Czech Republic, majoring in Computer Engineering.

Alastair McArthur, Moderator

Chief Technology Officer
TAGSYS

A co-founder of TAGSYS, Mr. McArthur is a pioneer of the RFID industry. A keenly sought-after speaker at conferences and seminars, he is a highly regarded authority on HF and UHF RFID technologies.

Mr. McArthur is a knowledgeable and key contributor to standardization within the RFID industry. As a board member of Auto ID Center Technology Vendors Board, he strongly influenced the development of the first EPC HF tags and readers. Responsible for the technology leadership of TAGSYS, he has driven many of the world's first initiatives of the Company and has built strategic partnerships with leading industry and software players.

Prior to TAGSYS, Mr. McArthur was CEO of ISD, an Australian entrepreneurial RFID design company, which created the first ever RFID enabled library automation solution.

How Social Media is Transforming Business

Paul Gillin

Author, Speaker, Social Media Strategist

Mr. Gillin is a writer, speaker and online marketing consultant. He specializes in social media and the application of personal publishing to brand awareness and business marketing. He is a veteran technology journalist with more than 25 years of editorial leadership experience.

His credits include founding editor-in-chief of *TechTarget*, one of the most successful new media entities to emerge on the Internet. Prior to that, he was editor-in-chief and executive editor of the technology weekly *Computerworld* for 15 years.

Author of "*Secrets of Social Media Marketing*" and "*The New Influencers*," Gillin's work has appeared in scores of publications, including *The New York Times*, *Advertising Age* and the *San Jose Mercury News*. His website is www.gillin.com. He also writes the popular *Newspaper Death Watch* blog, as well as his own blog: paulgillin.com.

Hidden GEMs: How Automatic Identification Solutions are Impacting Key Markets

Stephen Lambright

VP Marketing and Customer Service
Apprion

Mr. Lambright, a co-founder of Apprion, is responsible for Apprion's corporate and product messaging, positioning, branding, and industry communication, as well as leading Apprion's world-class services organization to deliver industrial wireless application networks.

He has over 15 years of international experience in enterprise solution design, development, deployment, marketing, and management. Most recently, Lambright was the Vice President of Marketing at Savi Technology and led Savi's efforts to bring to market a new generation of RFID hardware, middleware and software applications. He also was instrumental in Savi's entry into new markets including cargo security. As the Executive Director of the Strategic Council on Security Technology, he led the establishment of the Smart and Secure Trade Lanes (SST) initiative, the largest industry sponsored global container tracking and security. Prior to Savi, he was the Vice President of Marketing and Services at NetObjects and the Director of Marketing at Narus.

Lambright has served on the Transportation Research Board's Committee on Security, and the Technology Board of the Auto-ID Center at MIT and is a frequent speaker on RFID and wireless at industry conferences. He holds a BS from Northwestern University and an MBA from the University of California, Berkeley.

Robert P. Leibrandt

Deputy for Unique Identification (UID) Policy
Office of the Under Secretary of Defense (OSD)

Mr. Leibrandt is the Deputy for Unique Identification (UID) Policy in the Office of the Under Secretary of Defense for Acquisition, Technology and Logistics. His primary duties include: gaining support in both the International Standards and Industrial partner communities for UID, leading policy formulation for Program Management, Engineering and Logistics Implementation of UID and leading procurement for Information Assurance.

Mr. Leibrandt is the chair of Allied Committee 327, Working Group 5 which will propose lifecycle management guidance for NATO implementation of UID of Items,

consistent with NATO Standardization Agreement (STANAG) 2290 titled "Unique Identification (UID) of Items".

He is the 2008 recipient of AIM Global's Don Percival Award and was awarded the US DoD Exceptional Civilian Service award for his success in gaining US implementation, International recognition and broad acceptance of US DoD required UID of Items.

Mr. Leibrandt earned a degree in Mechanical Engineering from University of Missouri-Rolla and an MBA at St. Ambrose University, Davenport IA. He also graduated from the Industrial College of the Armed Forces where he focused on Information Systems and the European Union.

Kenneth A. Kleinberg, FHIMSS
VP, Business Development
Health Language, Inc.

Mr. Kleinberg has more than 29 years of experience in information technology (IT). In his current role, he focuses on promoting and accelerating adoption of medical terminology management, standards and interoperability. Prior positions include: vice president, hospital strategist, Clinical Solutions Group, for Allscripts, Chicago; senior director, global healthcare, at Symbol Technologies (now Motorola); and healthcare vice president and editor-in-chief for Gartner in Stamford, CT.

Mr. Kleinberg is a member of the HIMSS Patient Safety and Quality Outcomes Steering Committee and co-editor of the upcoming HIMSS book "Implementation Guide to Bar Coding and Auto-ID in Healthcare". He has appeared on *ABC* and *CNBC* and been quoted in the *NY Times*, *USA Today* and numerous healthcare publications.

He earned a BS in Biology from the University at Albany, NY and an MA in Neuropsychology from Queens College in NY.

Michael Liard, Moderator
Research Director, RFID & Contactless
ABI Research

Mr. Liard provides ABI Research clients with strategic insight and analysis on the RFID and contactless market, based on a deep understanding of industry dynamics, end-user applications, and enabling technologies. His research focuses on RFID and contactless equipment and software, integration issues, and vertical markets.

Before joining ABI Research, Liard was most recently practice director for RFID/Automatic Identification at Venture Development Corp (VDC), where he pioneered the company's RFID market research over the past six years. He has authored more than 20 reports on RFID and AIDC-related topics, is a regular commentator for the industry press, and has been a speaker at dozens of conferences including RFID Journal Live!, RFID World, UK Networking Forum, Supply Chain RFID, and SmartLabels USA.

Prior to VDC, Liard worked at Accenture, where he was a Change Management Analyst in the firm's Organization and Human Performance practices. He holds a BA in political science from Providence College.