




**PROGRAM**

# U.S.–GERMAN STANDARDS PANEL 2023

April 4–5, 2023  
National Press Club &  
Virtual Participation  
Moderator: Joe Trebler (ANSI)

Supported by:



Federal Ministry  
for Economic Affairs  
and Climate Action

on the basis of a decision  
by the German Bundestag

## ABOUT THE ORGANIZATIONS

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### AMERICAN NATIONAL STANDARDS INSTITUTE (ANSI)

The American National Standards Institute (ANSI) is a private, non-profit organization that administers and coordinates the U.S. voluntary standards and conformity assessment system. Founded in 1918, the Institute works in close collaboration with stakeholders from industry and government to identify and develop standards- and conformance-based solutions to national and global priorities.

Together, standards and technical regulations impact up to 93% of global trade. Globally relevant standards and the conformance measures that assure their effective use help to increase efficiency, open markets, boost consumer confidence, and reduce costs. And ANSI is the U.S. leader in fostering that potential for the benefit of businesses across every industry and consumers around the world.

ANSI is not itself a standards developing organization. Rather, the Institute provides a framework for fair standards development and quality conformity assessment systems and continually works to safeguard their integrity. And as a neutral venue for coordination of standards-based solutions, the Institute brings together private- and public-sector experts and stakeholders to initiate collaborative standardization activities that respond to national priorities.

ANSI serves as a strong voice on behalf of the U.S. voluntary standards community, protecting and strengthening its impact domestically and internationally. Through its membership, partnerships, and diverse programs and activities, ANSI represents the interests of more than 270,000 companies and organizations and 30 million professionals worldwide.

### U.S. NATIONAL COMMITTEE OF THE IEC (USNC)

The U.S. National Committee (USNC) of the International Electrotechnical Commission (IEC) serves as the focal point for U.S. parties who are interested in the development, promulgation, and use of globally relevant standards for the electrotechnical industry. The USNC is also engaged in the assessment of conformance to standards, undertaking work in areas such as testing, certification, and accreditation.

As the U.S. representative to the IEC and many related regional standardization bodies, the USNC serves as a conduit to the global standards-setting community for technical and policy positions arising in the U.S. In this capacity, the USNC brings issues from the global arena to the U.S. for review, consideration, and response. In the IEC, the USNC operates via Technical Advisory Groups (TAGs), comprising volunteer experts working collaboratively to develop U.S. positions on technical issues under consideration within IEC technical committees.

The USNC is a totally integrated committee of ANSI. ANSI provides administrative support to the USNC and its more than 4,000 U.S. managerial, engineering, scientific, and professional participants.



United States  
National Committee  
of the IEC

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## **GERMAN INSTITUTE FOR STANDARDIZATION (DIN)**

DIN, the German Institute for Standardization, is the independent platform for standardization in Germany and worldwide. As a partner for industry, research, and society as a whole, DIN plays a major role in helping innovations to reach the market in areas such as the digital economy or society, often within the framework of research projects.

More than 36,000 experts from industry, research, consumer protection, and the public sector bring their expertise to work on standardization projects managed by DIN. The results of these efforts are market-oriented standards and specifications that promote global trade and encourage rationalization, quality assurance, and the protection of society and the environment, as well as improving security and communication.

DIN was founded in 1917 and celebrated its 100 year anniversary in 2017.



## **DKE GERMAN COMMISSION FOR ELECTRICAL, ELECTRONIC & INFORMATION TECHNOLOGIES (DKE)**

The DKE German Commission for Electrical, Electronic & Information Technologies (DKE) is the national platform for about 9,000 experts from industry, science, and public administration to elaborate standards and safety specifications for electrical engineering, electronics, and information technology. Standards support global trade and, among other things, the safety, interoperability, and functionality of products and systems. As a competence center for electrotechnical standardization, the DKE represents the interests of German industry in European (CENELEC, ETSI) and international standardization organizations (IEC). In addition, the DKE provides comprehensive services in the field of standardization and VDE specifications.

# AGENDA

2023-04-04

## U.S.–GERMAN STANDARDS PANEL (Holeman Lounge)

DAY  
1

### 09:00 Welcome Remarks

- Joe Bhatia (ANSI)
- Christoph Winterhalter (DIN)
- Florian Spiteller (DKE)

### 09:30 Presentation of the U.S.–German Standards Panel Agenda

- Joe Tretler (ANSI)

### PANEL 1 (Holeman Lounge)

#### European Standardization Strategy and the U.S. Standardization Strategy

### 09:35 Welcome and introduction

- Moderator: Joe Tretler (ANSI)

### 09:40 Introduction of the U.S. Standardization Strategy

- Mary Saunders (ANSI)

### 09:50 Introduction of the European Standardization Strategy and German Plans for its Implementation

- Gerhild Roth (BMWK)

### 10:00 Panel discussion

Joe Tretler

Panelists:

- Dr. Thomas Zielke (BMWK)
- Michael O'Donovan (USTR)
- Dr. Wolfgang Weber (German Electro and Digital Industry Association ZVEI)
- Dr. Ajit Jillavenkatesa (ANSI International Policy Advisory Group Chair)

### 10:40 Q&A

### 10:55 Summary of discussion

### 11:00 Coffee break

### PANEL 2 (Holeman Lounge)

#### Digital Transformation of Standards Development and Smart Standards

### 11:20 Welcome and introduction

- Moderator: Florian Spiteller (DKE)

### 11:25 Keynote Speech

- Matthias Marzinko (Drägerwerk AG & Co. KGaA)

### 11:35 Panel discussion

Florian Spiteller

Panelists:

- Christoph Winterhalter (ISO Vice President Policy)
- Matthias Marzinko (Drägerwerk AG & Co. KGaA)
- Peter Rauh (DIN)
- Stuart Radcliffe (ASTM International)
- Dr. George Borlase (UL Standards & Engagement)
- Muhammad Ali (HP, Inc.)

### 12:35 Q&A

### 12:55 Summary of discussion

### 13:00 Lunch (First Amendment Lounge)

## DISCUSSION ROUND 1: (Holeman Lounge)

### Artificial Intelligence Standardization

Artificial Intelligence (AI) has become widely adopted across a number of applications and is projected to continue to grow. This panel will look towards emerging trends, requirements, and future direction of AI standardization with an eye on U.S.–German collaboration.

**Expected outcomes:** Alignment and proposed collaboration around ideas for standardization and pre-standardization activities to realize the benefits of AI. Realizing a joint view of the role of international standardization and interaction with the broader ecosystem.

**Topics:** AI standardization work domestically and internationally; the emerging international regulatory environment; the role of standards as part of the broader ecosystem; steps towards AI standardization in verticals; enabling societally beneficial outcomes and applications; looking towards the future.

#### 14:00 Welcome and introduction

Moderators:

- Dr. Wael William Diab (ISO/IEC JTC1/SC42 Chair)
- Sebastian Hallensleben (VDE)

#### 14:10 Keynote speaker

- Dr. Elham Tabassi (NIST)

#### 14:20 General Discussion

Moderators

- Group 1

#### 15:30 Coffee break

#### 16:00 Summary and proposals for possible U.S.–German cooperative efforts

Moderators

- Group 1

## DISCUSSION ROUND 2: (Fourth Estate)

### Climate Change Standardization

Climate change drivers and solutions are multi-faceted and touch all aspects of standards. This session will discuss the opportunities to drive alignment and standards-based solutions to support the achievement of international climate goals across multiple scales, from products to buildings and infrastructure. Topics to be explored include tracking environmental attributes through tools like digital passports; resource scarcity and supply chain challenges as a driver for action; and the need for consistent measurement and life-cycle assessment tools.

**Expected Outcome:** Principles to support alignment and collaboration between the U.S. and Germany across standards that support sustainability and address climate change.

**Topics:** Measuring sustainability and life cycle assessment; resource scarcity and resilient supply chains; Digital Product Passport; secondary raw material.

#### Welcome and introduction

Moderators:

- Ryan Colker (ICC)
- Anna Trawnitschek (DIN)

#### Keynote speaker

- Christian Schiller (cirplus GmbH)

#### General Discussion

Moderators

- Group 2

#### Coffee break

#### Summary and proposals for possible U.S.–German cooperative efforts

Moderators

- Group 2

RECEPTION 2023-04-04 | 17:00–19:00 | FIRST AMENDMENT LOUNGE  
NATIONAL PRESS CLUB, WASHINGTON DC

2023-04-05

**U.S.–GERMAN STANDARDS PANEL  
REPORTS OF DISCUSSION ROUNDS AND ANY IDENTIFIED ACTIONS  
(Holeman Lounge)**

DAY  
2

**10:00**

**PANEL 1**

**ARTIFICIAL INTELLIGENCE**

**Report of Discussion Round 1**

Moderators:

- Dr. Wael William Diab (ISO/IEC JTC1/SC42 Chair)
- Sebastian Hallensleben (VDE)

**10:20**

**Discussion on possible U.S.–German cooperative efforts**

Moderators and Plenum

**11:00**

**PANEL 2**

**CLIMATE CHANGE**

**Report of Discussion Round 2**

Moderators:

- Ryan Colker (ICC)
- Anna Trawnitschek (DIN)

**11:20**

**Discussion on possible U.S.–German cooperative efforts**

Moderators and Plenum

**12:00**

**Summary of event and conclusions**

- Joe Tretler, Moderator

**12:15**

**Closing remarks**

- Joe Bhatia (ANSI)
- Christoph Winterhalter (DIN)
- Florian Spittler (DKE)

**12:30**

**Farewell Lunch (First Amendment Lounge)**

## SPEAKER BIOS

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### MUHAMMAD ALI

Muhammad Ali is the senior standards strategy and policy leader for HP, Inc. He is responsible for managing the external standards engagement and leading HP's efforts in U.S.-based standards organizations. He is a Certified Standards Professional with leadership in voluntary consensus-based standards development, conformity assessment, and emerging technologies in consumer and electrical industry sectors. Ali previously served as a program manager for the National Electrical Manufacturers Association (NEMA), where he was involved with maintenance of ANSI, NEMA, CANENA, IEC, and ISO Standards. Ali holds a Bachelor of Science degree in electrical engineering from George Mason University and has served as a board member for the Society of Standards Professionals (SES). He currently serves on INCITS executive board and is also a JTC-1-appointed PAS mentor. He is a past recipient of the ANSI Next Generation Award, SES Emerging Professional Award, and INCITS Chair Award.



### JOE BHATIA

Joe Bhatia has been president and CEO of the American National Standards Institute (ANSI) since January 2006. He previously served as executive vice president and COO of the international group at Underwriters Laboratories (UL).

Among his numerous leadership positions in domestic and global forums, Mr. Bhatia serves as vice chairman of the Industry Trade Advisory Committee on Standards and Technical Trade Barriers (ITAC 16), a joint program of the U.S. Department of Commerce and U.S. Trade Representative. He is a member of the International Organization for Standardization (ISO) Council and its Council Standing Committee on Finance. In 2017, he concluded his term as president of the Pan American Standards Commission (COPANT), where he also served as vice president for four years.

Bhatia holds a Bachelor of Science in electrical engineering and a Master of Science in business management. He and his wife, Punita, have two sons and two grandchildren.



### DR. GEORGE BORLASE

As vice president, standards development at UL Standards & Engagement, Dr. George Borlase leads the drive to initiate, develop, and publish new and updated safety standards, and ensures that UL's standards activities actively include other stakeholders. He previously worked at the Science and Technology Policy Institute, where he supported the White House on various initiatives including veteran suicide, ocean research, and resilience. He was as a member of the Senior Executive Service at the Consumer Product Safety Commission (CPSC) from 2011–2019. He previously spent 12 years in various safety and public policy roles, including at NOAA, the White House Office of Science and Technology Policy as an American Society of Mechanical Engineers Federal Government Fellow, and at the Johns Hopkins University Applied

Physics Laboratory. He started his career serving 10 years of active duty as an officer in the U.S. Coast Guard. He has a Ph.D. in mechanical engineering and is a registered professional engineer.



### **RYAN COLKER**

Ryan M. Colker is vice president, innovation at the International Code Council, where he leads the Energy, Resilience and Innovation Center of Focus. He also serves as executive director of the Alliance for National & Community Resilience (ANCR), a national coalition working to provide communities with the tools necessary to holistically assess and improve their resilience. Prior to joining ICC, Colker served as vice president at the National Institute of Building Sciences, where he directed the Consultative Council and served as staff director of the Council on Finance, Insurance and Real Estate; the National Council on Building Codes and Standards; the Off-Site Construction Council, and the Institute's STEM Education Program. Colker is the editor of the book *Optimizing Community Infrastructure: Resilience in the Face of Shocks and Stresses*. Previously, he served as manager of government affairs for ASHRAE and program director of the Renewable Natural Resources Foundation. He graduated from The George Washington University Law School, and holds a B.A. with honors in environmental policy from the University of Florida.



### **WAEEL DIAB**

Wael William Diab is a business and technology strategist with more than twenty years of executive experience at Fortune 500 companies in Silicon Valley. He is a prolific inventor with more than 900 patents to his name in the ICT field and an industry recognized expert on digital transformation. Skilled in leadership for breakout technology, Diab has architected strategy, driven industry-wide initiatives, cultivated partnerships, identified M&A opportunities, and orchestrated company roadmaps for transformational fields including Artificial Intelligence (AI), Industrial IoT, and ICT sustainability.

Diab has B.S. and M.S. degrees in EE and a B.A. in Economics from Stanford, and an M.B.A. with honors from Wharton. He is a published author, having authored the book *Ethernet in the First Mile: Access for Everyone*. In 2011, Diab was recognized by the David Packard Medal of Achievement and Innovator Award for his leadership in green technology.

Diab has been active in standardization and related activities for two decades. He chairs ISO/IEC JTC 1/SC 42, the International Standardization Committee on Artificial Intelligence (AI) working on holistic AI, analytics, and Big Data ecosystems. Diab led the development of and chairs the ISO/IEC AI workshop series. He chaired the AI track of the 22nd Global Standards Collaboration meeting (GSC-22).

At the Industrial Internet Consortium (IIC), Diab is the secretary of the Steering Committee and chairs the Liaison Working Group, Technology Working Group, Industrial AI Task Group, and Global Event Series Task Group. He is a lead author of the Industrial IoT AI Framework (IIAIF), "Industrial Analytics: The Engine Driving the



IIoT Revolution” whitepaper and the Industrial IoT Analytics Framework (IIAF). He is a recipient of the IIC Individual Contributor Award. Diab is a member of the IoT Solutions World Congress Program Committee and chairs its AI forum.



### **SEBASTIAN HALLENSLEBEN**

Sebastian Hallensleben is the Chair of CEN-CENELEC JTC 21, where European AI standards to underpin EU regulation are being developed, a member of the Expert Advisory Board of the EU StandICT program, and chair of the Trusted Information working group. He co-chairs the AI risk assessment work in OECD ONE.AI and has roles in AI committees in the Council of Europe and UNESCO. Hallensleben heads digitalization and artificial intelligence at the VDE Association for Electrical, Electronic and Information Technologies. He focuses in particular on AI ethics, handling the impact of generative AI, building privacy-preserving trust infrastructures, and characterizing AI quality.



### **DR. AJIT JILLAVENKATESA**

Dr. Ajit Jillavenkatesa is a senior standards policy legal adviser at Apple. Jillavenkatesa currently chairs the International Policy Advisory Group of the American National Standards Institute, the Standardization Policy Committee of the Information Technology Industry Council, and the Standards and Intellectual Property Committee of the Telecommunications Industry Association. Jillavenkatesa is a member of the Executive Committee of the ANSI Board of Directors. Prior to joining Apple, Jillavenkatesa was the senior policy advisor for standards and digitalization at the National Institute of Standards and Technology (NIST), an agency of the U.S. Department of Commerce. He provided standards policy and technical expertise to NIST staff and leadership, the U.S. Department of Commerce, other U.S. government agencies, and the private sector. An active participant and leader in international standards development activities in various standards organizations and intergovernmental activities such as the G20 and G7 activities digital economy/ICT activities, his work bridged the worlds of standards, technology, innovation, trade, and regulatory policy. Jillavenkatesa is a materials scientist by training and a recipient of the Department of Commerce Silver and Bronze medals and ANSI’s George S. Wham Leadership Medal and the Next Generation Award.



### **MATTHIAS MARZINKO**

Matthias Marzinko is director of international standards management (ISM) at Drägerwerk AG&Co. KG aA. He has over twenty years of consulting and leadership experience in the fields of regulation, quality management, and standard compliance within the healthcare sector.

Within the medical division of Dräger, Matthias manages the strategy and operations of Dräger’s standardization work globally, and coordinates international ISM experts’ contributions to standardization committees and boards. This includes ISO and IEC, but

also the European Committee for Standardization (CEN) and the European Committee for Electrotechnical Standardization (CENELEC), together with various national committees in the region.

ISM is also driving standards knowledge distribution within Dräger and the digital transition of standards use, such as in regulatory information systems.



### **MICHAEL O'DONOVAN**

Michael O'Donovan serves as the director for technical barriers to trade at the United States Trade Representative (USTR), where he has worked since 2014. O'Donovan has served in his current role in the Office of WTO and Multilateral Affairs at USTR since 2020, focusing on regulatory barriers to trade throughout the European region, as well as technical barriers in the Middle East and North Africa, and in Central America. Prior to his work on technical barriers to trade, O'Donovan served as director for labor affairs at USTR between 2014 and 2020.

From 2009 to 2014, O'Donovan was an international economist at the Bureau for International Labor Affairs at the U.S. Department of Labor, where he served as the coordinator for trade preference programs in the Office of Trade and Labor Affairs. Prior to working in the U.S. Executive Branch, O'Donovan worked on Capitol Hill between 1998 and 2004, most recently as a legislative and staff director in the House of Representatives.

O'Donovan has earned a J.D. from Boston College Law School, an M.Sc. in international political economy from the London School of Economics, and a B.A. from New York University.



### **STUART RADCLIFFE**

Stuart Radcliffe has 30 years of experience in the standards industry working for both a reseller (S&P Global, formally IHS) and a national standards body (British Standards Institution). The most recent 13 years have been in executive management, working as vice president, international business development for the UK National Standards Body BSI and then senior vice president, sales for the America's certification business. Additionally, he worked at Pearson, running the U.S. ELT business unit as vice president, sales and marketing. Radcliffe joined ASTM International in 2020 as director of international and enterprise sales, overseeing third-party content providers and the integrated services team, and developing the recently formed international partner revenue channel. In March 2022, he was appointed vice president, sales and marketing including product management, customer service, 3<sup>rd</sup> party content, and integrated services teams.



## PETER RAUH

Peter Rauh is head of the strategic SMART standards project at the German Institute for Standardization (DIN) and, since 2019, he is responsible for the digital transformation of the entire value creation process for standards content.

His focus is on evolving the proven system of standardization from document to data centrality. The aim of this transformation process is to increasingly enable users to adopt and apply standards content automatically, thus significantly expanding the important share of standardization in economic growth.

He represents DIN in the working groups set up for this purpose at ISO and CEN level and thus supports the development of a common solution at an international level. The goal is to provide a first generation of SMART standards by 2025.

Prior to 2019, he coordinated the introduction of an NISO STS-based standardization process at DIN and managed standardization committees at DIN's Building and Civil Engineering Standards Committee for six years, developing a solid understanding of the potential for digitalization in standardization organizations and the key principles of standardization.

He studied civil engineering at the Technical University of Berlin with a focus on project management and information technology.



## GERHILD ROTH

Gerhild Roth has been the deputy head of the office for National and International Standardization Policy, Patent Policy in the Digital and Innovation Department of the German Federal Ministry for Economic Affairs and Climate Action (BMWK) since 2017. The division is the leading governmental coordinator for standardization and patent policy in the German government. Her responsibilities include national and international standardization policy work as well as communication and collaboration with national and international standardization bodies. She oversees governmental participation in board and financial committees of the national standardization body and provides governmental support for SME engagement in standardization. Roth is in charge of bilateral international cooperation projects on standardization and quality infrastructure with trading partners such as India (Indo-German Working Group on Quality Infrastructure) and the United States. Roth has been responsible for standardization policy for the German government during Germany's G7 presidency in 2022, in the framework of the Digital Minister's track. Within her division, Roth is also in charge of the newly established German Strategic Forum for Standardization.

Her previous work covered economic political positions, such as speechwriting, press, and public relations work, reporting on economic developments for German Chancellor Helmut Kohl at German Federal Chancellery, Economics Division. She holds a bachelor's and master's degree in political and industrial economics from the University of Augsburg, Germany. On behalf of EU authorities or the ministry itself, she also occasionally serves as a short-term expert for EU twinning projects and other programs in different countries such as Azerbaijan or South Africa.



## MARY SAUNDERS

Mary Saunders is vice president, government relations and public policy, at the American National Standards Institute. In this position, Saunders serves as ANSI's spokesperson and liaison to federal, state, and local government agencies and to Congress and congressional staff. She supports the activities of the ANSI National Policy Advisory Group (NPAG) and the ANSI Government Member Forum, working with the members of these groups to develop and advance the Institute's positions and policies at all levels of government. In turn, she identifies and communicates to ANSI stakeholders emerging issues of importance for the standards and conformity assessment community.

Prior to joining ANSI in 2017, Saunders was the associate director for management resources for the U.S. Department of Commerce's National Institute of Standards and Technology (NIST), and served as a vice chair on the ANSI Board of Directors. She was responsible for all NIST-wide institutional support and administrative offices and their functions, including: workforce management, information technology and services, safety and environmental management, facilities maintenance and construction, accounting and finance, acquisitions and grants management, budget formulation, strategic planning, and emergency response. Saunders previously served as the director of NIST's Standards Coordination Office. In this capacity, she represented NIST and its significant interests in the standards and conformity assessment community, advising the NIST director and other officials throughout the administration on policy and strategy as they relate to the federal government's role in standardization.

She also served as deputy assistant secretary for manufacturing and services in the International Trade Administration (ITA), managing more than 200 industry specialists, economists, and international trade experts. In that capacity, she helped strengthen the competitive position of U.S. industries globally by coordinating Commerce Department strategies, policies, and programs with U.S. industries in mind.

In 2020, Saunders served as a volunteer on Joe Biden's 20-person agency review team for the Department of Commerce, helping the administration understand agency operations so it would be prepared to hit the ground running on day one.



## CHRISTIAN SCHILLER

Christian Schiller's vision is a world of 100% circular plastics, where not a single gram of waste ends up in the environment. Since getting his legs stuck in a carpet of plastic waste near the coast of Colombia, he has dedicated his time to making plastic waste history through digital technology: At the end of 2018, he and his co-founder Volkan Bilici founded cirplus—the global 828 marketplace for transparent and reliable procurement of recycled plastics. Schiller has strong experience in building and scaling digital marketplaces. He was the first employee of BlaBlaCar Germany, the now-worldwide largest digital ride-sharing platform, with more than 100 million users.

Schiller studied law, international relations, and international law at the Albert Ludwigs University of Freiburg, the Technical University of Dresden, the Universite Sophia Antipolis (Nice, France), and the Fletcher School of Law & Diplomacy (Boston, USA), and is an alumnus of the German National Academic Foundation, the DAAD Carlo Schmid Programme, and the Fulbright Foundation.



### **FLORIAN SPITTELER**

Dipl.-Ing. Florian Spittler is head of external relations and support, and member of the Executive Board of DKE, the German Commission for Electrical, Electronic & Information Technologies. Before joining DKE, Spittler was working in the automotive industry for eight years and was also participating in the IEC Young Professional Program.

Spittler's area of activity includes strategic issues relating to overall standardization policy, support for the management bodies of IEC (International Electrotechnical Commission) and CENELEC (European Committee for Electrotechnical Standardization), and the monitoring and evaluation of standardization-related developments in more than 70 nations worldwide. Spittler serves as member for the IEC Strategic Management Board (SMB) and is member of the German delegation for IEC Council



### **ELHAM TABASSI**

Elham Tabassi is a senior research scientist at the National Institute of Standards and Technology (NIST) and the associate director for emerging technologies in the Information Technology Laboratory (ITL). She leads the NIST Trustworthy and Responsible AI program that aims to cultivate trust in the design, development, and use of AI technologies. She has been working on various machine learning and computer vision research projects with applications in biometrics evaluation and standards since she joined NIST in 1999. She is a member of the National AI Resource Research Task Force, vice-chair of the OECD working party on AI Governance, associate editor of IEEE Transaction on Information Forensics and Security, and a fellow of Washington Academy of Sciences.



### **ANNA TRAWNITSCHKEK**

Anna Trawnitschek works as a project manager at DIN, the German Institute for Standardization, in the field of circular economies. From her point of view, uniform standards promote trust in circular products and services. At DIN, she supervises a wide range of projects such as remanufacturing, or circular plastics. With an academic and working background in economics and product design, she brings in different perspectives to the topic.



## JOE TRETTLER

Joseph Tretler Jr. is the American National Standards Institute's vice president for international policy.

Tretler assumed this role in 2014, where he is responsible for leading ANSI's policy coordination and liaison activities related to the International Organization for Standardization (ISO), the International Electrotechnical Commission (IEC), the European Committee for Standardization (CEN), the European Committee for Electrotechnical Standardization (CENELEC), the European Telecommunications Standards Institute (ETSI), the European Organization for Testing and Certification (EOTC), the Pacific Area Standards Congress (PASC), and the Pan American Standards Commission (COPANT), as well as their national member bodies and other relevant groups.

He is also be responsible for liaising with U.S. government agencies, such as the Department of Commerce (DoC)'s International Trade Administration (ITA) and National Institute for Standards and Technology (NIST), the Office of the U.S. Trade Representative (USTR), and the U.S. Trade and Development Agency (USTDA), as well as associations such as the U.S. Chamber of Commerce and the National Association of Manufacturers (NAM).

Tretler joined ANSI in 1985 as a program administrator for the Institute's Standards Technology department. He became ANSI's program director, international, in 1989 and was promoted to information technology business director in 1996, overseeing implementation of processes and systems related to an organization-wide business process redesign. Beginning in 1998, Mr. Tretler served as ANSI's senior director, international technical programs and services, managing ANSI's coordination efforts related to U.S. participation in the international standardization activities of ISO, overseeing ANSI's ISO outreach and enhanced services program, and leading ANSI's ISO Team (ISOT), among other responsibilities.

He received his bachelor's degree from Stony Brook University.



## WOLFGANG WEBER

Since the beginning of 2020, Wolfgang Weber has been Chairman of the Management Board of ZVEI—Germany's Electro and Digital Industry Association with offices in Frankfurt, Berlin, Brussels, Cologne, and Beijing. After studying chemistry in Frankfurt, completing his Ph.D. in Zurich, and concluding a short-term position with SAP and postdoctoral work in San Diego, he joined the German Chemical Industry Association (VCI) in 1999. In 2006, Weber moved to BASF in Ludwigshafen as head of energy and climate policy, communications, and government relations. Five years later, he moved to Brussels as vice president of EU government relations of the BASF Group. From 2017 until 2019, he was vice president of corporate communications and government relations for the BASF region of Europe, Middle East, and Africa (EMEA).



## CHRISTOPH WINTERHALTER

Christoph Winterhalter is the chairman of the executive board of DIN, the German national standardization body. He assumed the role in 2016, driving customer orientation and digital transformation within the standardization system.

Before joining DIN, Winterhalter spent more than 20 years in industry working for the ABB group. He initially worked in various engineering, R&D, and product management functions in Germany, Norway, and the U.S. before he became the business unit manager for ABB's robot automation and robotics products business in Germany. In 2010, he moved to ABB Corporate research as director of the German Research Center, until he was promoted to the head of ABB's global Machinery Controls and Automation business end in 2013.

Since 2017, Winterhalter has represented Germany in European standardization as a member of the CEN Administration board, and in international standardization as a member of the ISO Council. From 2018 to 2021, he also served as vice president of policy at CEN and head of the CEN-CENELEC Task Force on China, driving the strategic cooperation with the Standardization Administration of the People's Republic of China (SAC). Since 2022, he has been the elected vice president of policy of the International Standards Organization (ISO), responsible for strategy and governance.



## DR. THOMAS ZIELKE

Dr. Thomas Zielke currently serves as head of office for national and international standardization policy, patent policy in the Digital and Innovation Department of the German Federal Ministry for Economic Affairs and Climate Action (BMWK). The division is the leading governmental coordinator for standardization and patent policy in the German government. Among numerous mandates in different policy committees of national standard setting institutions such as DIN and DKE, his responsibilities include communicating governmental issues and acting as liaison to European and international organizations such as ISO, IEC, CEN/CENELEC, and ETSI. He represents Germany in the EU Committee on Standards and serves as German co-chair of the German-Chinese Commission on Standards as well as HoD of the German delegation for the ETSI General Assembly.

Earlier in his career, he was appointed Representative of German Industry and Trade (RGIT) in Washington, D.C., president and CEO of the joint political liaison office of the Federation of German Industries (BDI) and the Association of German Chambers of Industry and Commerce (DIHK) in the United States. He also was communication director in the ministry for seven years.

He studied law in Bonn and holds a Doctor juris degree from the Eberhard Karls University of Tübingen. On behalf of EU authorities, he also occasionally takes responsibilities as project leader for EU Twinning projects in different countries such as Namibia, Jordan, and Azerbaijan.