

**2016 World Standards Week**  
**ANSI Joint Member Forum & Annual Business Meeting – Speaker Biographies**

<p><b>S. Joe Bhatia</b>  <i>Opening, Closing, and Annual Business Meeting Remarks</i></p>	<p>Joe Bhatia is the president and CEO of the American National Standards Institute (ANSI). Prior to joining ANSI, he held the position of executive vice president and chief operating officer of the international group at Underwriters Laboratories Inc. (UL).</p> <p>Mr. Bhatia currently serves as president of the Pan American Standards Commission (COPANT). He also 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 (DOC) and Office of the U.S. Trade Representative (USTR). A member of the International Organization for Standardization (ISO) Council and its Standing Committee on Strategies, Mr. Bhatia also holds a seat on the Oakton Community College Education Foundation Board and is a former member of the National Fire Protection Association (NFPA) Board of Directors.</p>
<p><b>Leon Bruner</b>  <i>Panelist</i></p>	<p>Leon Bruner, D.V.M., Ph.D., is executive vice president of the Grocery Manufacturers Association (GMA). He was previously GMA’s senior vice president for scientific and regulatory affairs and chief science officer, and has more than 25 years of expertise in the consumer products industry. Prior to GMA he worked for the Procter &amp; Gamble Company (P&amp;G)/Gillette Company, where he served as director, environment, health, and safety, and as vice president, Gillette environment, health, and safety.</p> <p>Dr. Bruner is an internationally recognized expert in product safety and regulatory compliance and in the development and application of non-animal toxicity product testing methods. He has written numerous peer-reviewed journal articles and several book chapters on those subjects. He earned his doctor of veterinary medicine degree and his Ph.D. in pharmacology from Michigan State University.</p>
<p><b>Scott Colburn</b>  <i>Panelist</i></p>	<p>Scott A. Colburn, chair of ANSI’s Government Member Forum (GMF), is director of the standards program at the U.S. Food and Drug Administration’s (FDA’s) Center for Devices and Radiological Health (CDRH). He is responsible for the CDRH’s standards voluntary recognition program and development activities in 600 national and international consensus standards committees. Since joining FDA in 2004, Mr. Colburn has served in numerous roles in the area of premarket review and voluntary consensus standards development, including lead reviewer and acting chief of the general hospital devices branch and deputy director of the CDRH Standards Program. He is also a leader in the FDA’s Standards Committee in the Office of the Chief Scientist.</p> <p>A retired Army captain, Mr. Colburn earned his M.S. in biomedical science and technology management from Georgetown University and his B.S. in registered nursing from Marquette University. He serves on the ANSI Executive Board Committee and the Executive Standards Council, on the AAMI Committee on Standards Strategy, and on the National Institute of Standards and Technology’s (NIST’s) Interagency Committee on Standards Policy (ICSP) and ICSP Conformity Assessment Working Group.</p>

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<p><b>Dale Cyr</b> <i>Panelist</i></p>	<p>Dale Cyr is the CEO and executive director of Inteleos, an international nonprofit medical credentialing and examination development organization that serves as the governance and management company of the American Registry for Diagnostic Medical Sonography (ARDMS) and the Alliance for Physician Certification and Advancement (APCA). These credentials represent nearly 107,000 certified medical professionals throughout the world, with a strong focus on ultrasound. Mr. Cyr previously served on the CAE Commission of ASAE: The Center for Association Leadership, and as director of business development with Empowernet, Inc.</p> <p>An expert in credentialing and certification management, Mr. Cyr is a member of ANSI’s Board of Directors and served as chair of the ANSI Personnel Certification Accreditation Committee. He earned his M.B.A. and B.S. degrees from Seattle University, and is a private pilot.</p>
<p><b>Dr. Richard Forselius</b> <i>Panelist</i></p>	<p>Dr. Richard Forselius, chair of ANSI’s Company Member Forum (CMF), is the design for environment and safety (DfES) program leader for Sikorsky Aircraft/Lockheed Martin Co. (formerly United Technologies Corporation). His primary responsibilities focus on standardization, compliance, and related occupational and environmental safety for test engineering on multiple Sikorsky/Lockheed helicopter systems. He manages regulatory and OSHA compliance, safety and environmental audits, and the preparation of safety and environmental policies and procedures, among other roles.</p> <p>Dr. Forselius is highly active in technical and policy committee activities with numerous industry and standardization organizations including ANSI, the Aerospace Industries Association (AIA), ASTM International, IEEE, SAE International, and SES –The Society for Standards Professionals. A licensed Professional Engineer, he earned his doctorate in management systems, as well as advanced degrees in business and industrial engineering and an undergraduate degree in electrical engineering.</p>
<p><b>S. William Gouse</b> <i>Panelist</i></p>	<p>Bill Gouse, director, federal program development, SAE International, has extensive experience in automobile, truck, and bus research, design, exploratory development, testing, and compliance both in the United States and abroad. A recognized expert and respected leader, he has published articles and made presentations on the subjects of emerging and developing technologies, operations, standards, regulations, and enforcement for vehicles and their impacts to the environment, energy efficiency, and safety enhancements.</p> <p>Mr. Gouse holds several patents for both products and processes – one of which is displayed in the Smithsonian National Museum of American History’s “Neurons to Networks exhibit.” He is a mechanical engineer with degrees from Georgia Tech and the University of Leeds.</p>

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<p><b>Laura Hitchcock</b>  <i>Moderator</i></p>	<p>Laura Hitchcock, senior standards specialist and corporate project manager for external standards management, strategy, and policy at The Boeing Company, serves as Boeing’s focal point for issues regarding government, industry, and international standards activities. She oversees participation in external standards development and integration with Boeing’s Standards System, manages intellectual property (IP) issues, and co-chairs Boeing’s External Technical Affiliations Integration Board.</p> <p>Ms. Hitchcock chairs the U.S. Technical Advisory Group (TAG) for ISO Technical Committee (TC) 20, <i>Aircraft and space vehicles</i>. She serves on ANSI’s Board of Directors, International Policy Committee, and Company Member Forum. She was the founding chair of the Aerospace Industries Association (AIA) Standards Governance Board and the Strategic Standardization Forum for Aerospace, and is a member and past chair of SAE International’s Aerospace Council and a member of the SAE Technical Standards Board. She is also ASME’s senior vice president for standards and certification and chair of ASME’s Council on Standards and Certification. She represents Boeing on the Industry Cooperation on Standards and Conformity Assessment and the NAM International Standards and Conformity Assessment Working Group.</p>
<p><b>Philip M. Kenul</b>  <i>Panelist</i></p>	<p>Philip Kenul, senior vice president, aviation and operations, TriVector Services Inc., serves as vice-chair of the ASTM Committee F38 on <i>Unmanned Aircraft Systems</i> (UAS). He currently supports the DOC’s National Oceanic and Atmospheric Administration (NAOO) UAS Program Office as a contractor, most recently acting as the NOAA Global Hawk Project Manager during the SHOUT (Sensing Hazard with Operational Unmanned Technology) hurricane program.</p> <p>A retired NOAA rear admiral, Mr. Kenul began his service as a NOAA Corps officer aboard a hydrographic survey vessel and then as chief of a hydrographic field party surveying the Gulf of Mexico. He then flew light aircraft in support of aeronautical charting and photogrammetry, before training with the Navy to become an Orion WP-3D aircraft pilot and acting chief of the military operations branch, Naval Research Laboratory.</p> <p>Subsequently reporting to NOAA’s Aircraft Operations Center, Mr. Kenul served as heavy aircraft coordinator, chief of flight management, and chief of the aircraft maintenance branch, while serving as an aircraft commander with NOAA’s Hurricane Hunters. He later served as director, NOAA Homeland Security Program Office; commanding officer, NOAA Aircraft Operations Center; and director, NOAA Marine and Aviation Operations Centers. He holds a B.S. in biology from the State University of New York at Cortland and a M.S. in environmental and civil engineering from the University of Texas at Austin.</p>

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<p><b>Kevan Lawlor</b>  <i>Annual Business Meeting</i>  <i>Remarks</i></p>	<p>Kevan Lawlor, chair, ANSI Board of Directors, is president and CEO of NSF International. NSF provides technical risk management solutions to manufacturers, government, and the public, in particular related to the food and water industries, in over 100 countries. These services include product certification, standards development, management systems registration, laboratory testing, training and education and food safety audits for retailers and suppliers. A 25-year veteran of NSF, Mr. Lawlor previously served as CFO, as senior vice president – food safety, and as president of NSF International Strategic Registrations, Ltd. (NSF-ISR).</p> <p>Prior to NSF, Mr. Lawlor held accounting and finance positions with Guardian Industries and Uniroyal, Inc. A native of Philadelphia, he received his B.S. in finance from Pennsylvania State University and earned the Certified Internal Auditor designation. In addition to leadership with ANSI, Mr. Lawlor served as director on the ANSI/RAB National Accreditation Program Joint Operating Board. And he serves on the Dean’s Advisory Board for the University of Michigan School of Public Health.</p>
<p><b>Hung Ling</b>  <i>Panelist</i></p>	<p>Hung Ling is director of standards policy at Nokia Bell Labs/CTO group, and previously worked at Lucent and Alcatel-Lucent in the corporate standards and IP and standards divisions. His responsibilities have included managing interactions with ANSI, IEEE, the International Telecommunications Union (ITU), and external representation in other global fora on international property rights (IPR) issues related to industry standards; and developing company processes on standards memberships and global strategies on IPR and other standards policy issues.</p> <p>Mr. Ling has been a member of the ANSI IPR Policy Committee and National Policy Committee for many years. In addition, he is vice-chair of the TIA Standards and IP Policy Committee, a member of the IEEE-SA Standards Board, and a rapporteur in the ITU Telecommunication Standardization Sector (ITU-T) IPR ad hoc group. He also engages in standards policy discussions within the Information Technology Industry Council (ITI) and various other trade associations.</p>
<p><b>Jing Liu</b>  <i>Panelist</i></p>	<p>Jing Liu, international trade specialist, International Trade Administration (ITA) of the DOC, works in the ITA’s Office of China and Mongolia. Headquartered in Washington, D.C., she covers a range of crosscutting and sector-specific portfolios including standards, technical barriers to trade, travel and tourism, cosmetics, and dietary supplements.</p> <p>Earlier in her career, Ms. Liu worked in China for the U.S. State Department focusing on issues related to trade, labor, corporate social responsibility, and U.S.-China relations, and she also gained experience working on corporate social responsibility for TUV Rhineland in Cologne, Germany. She was awarded a Boren National Security Education Program Fellowship for her research on the role of private and social enterprise in China’s healthcare sector, and earned her M.A. in international relations from the Fletcher School at Tufts University and her B.A. from Middlebury College.</p>

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<p><b>Mary Logan</b> <i>Panelist</i></p>	<p>Mary Logan, chair of ANSI’s Organizational Member Forum (OMF), is president of the Association for the Advancement of Medical Instrumentation (AAMI). AAMI works to advance and promote the improvement of patient safety and support the health care community through the development, management, and use of safe and effective medical technology. An ANSI-accredited standards developer, AAMI also provides international leadership by administering the secretariats of a number of ISO and International Electrotechnical Commission (IEC) committees that develop standards.</p> <p>Prior to joining AAMI in April 2009, Ms. Logan served as COO of the American Dental Association (ADA), and previously as its general counsel. During her tenure, the ADA was named one of the most remarkable associations in a report issued by the American Society of Association Executives. Ms. Logan also serves on the ANSI Board of Directors and is a member of its Executive Committee. She earned her law degree from the University of Wisconsin Law School and is a Certified Association Executive.</p>
<p><b>James E. Matthews III</b> <i>Moderator</i></p>	<p>Jim Matthews, director, technical standards and standards policy, Corning Incorporated, is responsible for Corning’s external standardization activities in display technologies and optical communications businesses, including flat panel displays, optical fiber, cable, optical components and applications. As a Corning employee for more than 30 years, he has held a variety of positions in customer engineering, product engineering, and test and measurement, and he was recognized by Corning with a once-in-a-lifetime Division People Development Award.</p> <p>Mr. Matthews is vice-president of the IEC and chairman of the IEC Standardization Management Board (SMB), through 2016. He is past president of the U.S. National Committee of the IEC (USNC) and serves on the ANSI Board of Directors. He has held leadership roles in several other national and international standards committees, including the Telecommunications Industry Association (TIA) and the International Telecommunications Union (ITU-T), and has chaired a number of policy or organizational ad-hoc committees in the standards community. Mr. Matthews has been honored with numerous prestigious awards for his contributions to electrotechnical standardization, including the IEC’s 1906 Award and ANSI’s Astin-Polk International Standards Medal and Elihu Thomson Electrotechnology Medal.</p>
<p><b>Tom McMahan</b> <i>Panelist</i></p>	<p>Tom McMahan, vice president of advocacy and public relations, Association for Unmanned Vehicle Systems International (AUVSI), works to advance the unmanned systems and robotics community through outreach, advocacy, and leadership. Mr. McMahan directs government relations programs at local, state, national, and international levels to convey information and perspective on key issues to help shape and influence public policy.</p> <p>Mr. McMahan’s diverse background spans technology, telecommunications, transportation, business consulting, and government and politics. He previously served as director of global communications and government affairs for Motorola Solutions, among numerous other industry roles. Prior to that he served as press secretary to U.S. Sen. Howell Heflin and U.S. Rep. Bill Nichols for a total of 10 years. He was recently elected to the Board of Governors of the National Press Club.</p>

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<p><b>Jeff Okun-Kozlowicki</b>  <i>Presenter</i></p>	<p>Jeff Okun-Kozlowicki is an international economist in the Office of Standards and Investment Policy at the International Trade Administration (ITA) of the DOC. His work focuses on measuring the impact of standards and investment barriers on U.S. exports and industry competitiveness. Previously, he spent two years at the U.S. International Trade Commission (USITC), where he analyzed trade and investment barriers in India, digital trade, and selected manufacturing industries. He also worked at ITA from 2007 to 2011 on investment policy and negotiations. In addition, he has taught economics at the University of Cape Town and served as a Visiting Fellow at Third Way.</p> <p>He received his M.A. in international relations and international economics from the Johns Hopkins University School of Advanced International Studies and his B.A. in economics and international relations from the University of Virginia.</p>
<p><b>Ryan Ong</b>  <i>Panelist</i></p>	<p>Ryan Ong is the director of international business policy at the National Association of Manufacturers (NAM). He leads NAM’s efforts to improve intellectual property protection and address standards and regulatory barriers, as well as the association’s work to address specific challenges that manufacturers face in China and India.</p> <p>Mr. Ong previously served as director of the U.S.-China Business Council’s Business Advisory Services division, working on business, policy, and operational issues in China with a focus on innovation, standards, intellectual property protection, and tax issues. He has also held a variety of positions with organizations in the public and academic sectors, including Duke University’s Center on Globalization, Governance &amp; Competitiveness; the U.S. Department of State; the Carter Center; and the North Carolina Department of Commerce’s International Trade Division.</p> <p>He holds a B.A. from the University of North Carolina-Chapel Hill, an M.A. in international relations from Johns Hopkins University’s School of Advanced International Studies, and a certificate in China studies from the Hopkins-Nanjing Center. He is proficient in Mandarin Chinese.</p>
<p><b>Stephen Ridella</b>  <i>Panelist</i></p>	<p>Stephen Ridella, acting director, Office of Defects Investigation, National Highway Traffic Safety Administration (NHTSA), U.S. Department of Transportation (DOT), has nearly three decades of expertise in vehicle safety and engineering from both the public- and private-sector perspectives. His previous positions with DOT include director, Office of Vehicle Crashworthiness Research; acting director, Office of Defects Investigation, NHTSA; and division chief, Human Injury Research Division. Prior to DOT, he served in several industry management and engineering positions including with TRW, EASI, and General Motors.</p> <p>Mr. Ridella is a member of the International Research Council on Biomechanics of Injury (IRCOBI). He earned an M.S. in bioengineering and biomedical engineering from the University of Michigan and an M.S. in mechanical engineering from Wayne State University.</p>

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<p><b>Cortney Robinson</b> <i>Moderator</i></p>	<p>Cortney Robinson, director of civil aviation infrastructure and executive director of the Unmanned Aircraft Systems Committee at the Aerospace Industries Association (AIA), joined AIA in 2010 after having started his career at the Federal Aviation Administration (FAA). He is responsible for AIA’s activities on civil aviation issues and policy in the areas of air traffic management, unmanned aircraft systems (UAS), radiofrequency spectrum management, and overall next-gen planning and implementation.</p> <p>Mr. Robinson is active in promoting integration of UAS technology into the National Airspace System, and he works with UAS manufacturers and U.S. government officials to address policy and technical concerns inhibiting the growth of this globally competitive market segment. In global activities, he serves as secretary of ISO TC 20, Subcommittee (SC) 16, <i>Unmanned aircraft systems</i>.</p>
<p><b>Sharon Stanford</b> <i>Moderator</i></p>	<p>Sharon Stanford, director of standards, Center for Informatics and Standards at the American Dental Association (ADA), is responsible for the national development of standards and guidelines for dentistry products and emerging product technologies in dental informatics. She also leads the development of U.S. input in the international dental standards arena as secretary of the U.S. TAG for ISO TC 106, <i>Dentistry</i>; secretary of U.S. TAGs for the 7 SCs of ISO TC 106; and secretariat of ISO TC 106, SC 2, <i>Prosthetic Materials</i>. She has also served as vice chair of the U.S. TAG for ISO TC 215, <i>Health Informatics</i>, and is an active member of the U.S. delegation to ISO TC 215.</p> <p>Ms. Stanford served as vice chair of the ANSI Board of Directors from 2011 to 2014 and as a member of the Board’s Finance, Executive, and Awards Committees. She was chair of the ANSI Organization Member Forum and chair of ANSI’s Medical Devices Standards Board (MDSB). She is currently chair of the ANSI National Policy Committee and heads the Board Task Group on Services, among many other activities.</p>
<p><b>Elizabeth Taylor</b> <i>Panelist</i></p>	<p>Elizabeth Hays Taylor, vice president, federal government relations and general counsel, International Franchise Association, previously served as chief counsel to three senators on the U.S. Senate Committee on the Judiciary. For the two Congresses prior to 2006, she served as chief counsel for the Judiciary Committee Subcommittee on Privacy, Technology, and the Law, focusing on intellectual property, cybersecurity, trade secrets, trademark law, immigration, and other issues facing the business and tech communities. Previously, she was the Republican National Committee’s senior research analyst for judiciary issues.</p> <p>She received her J.D. from American University’s Washington College of Law and her bachelor’s in political science from Rhodes College. During law school she worked as a law clerk in the U.S. Department of Justice, Civil Division, and in the Fairfax County Office of the Commonwealth’s Attorney. She previously worked as a case manager and legal assistant at McKee Nelson LLP, as an assistant on the Senate Permanent Subcommittee on Investigations, and on the staff of former U.S. Sen. Fred Thompson.</p>

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<p><b>Kathleen Thuner</b> <i>Panelist</i></p>	<p>Kathleen Thuner, chair of ANSI’s Consumer Interest Forum (CIF), is president of the Board of Directors for the North County Fire Protection District in San Diego. She served for over 20 years as commissioner and sealer of the County of San Diego’s Department of Agriculture, Weights and Measures before her retirement in 2006. She was the first woman ever appointed as a county agricultural commissioner in California, and when she began her governmental career in 1970 she was the first female agricultural inspector in California.</p> <p>Highly active with ANSI, she serves on the Institute’s Board of Directors in addition to leading the CIF and other activities. She is a member of the National Association of Consumer Agency Administrators, and previously served as its president. Other affiliations include the California Agricultural Commissioners and Sealers Association (CACASA), the American Association for the Advancement of Science, California Women in Agriculture, the Institute for Weights and Measures, and the National Conference on Weights and Measures. And she is a past chair of CACASA’s Consumer Protection Committee and its Personnel Standards and Administration Committee, among other roles.</p>
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