

Emily Seabrook Hoefler

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SUMMARY

Emily Hoefler is a Manager in the Technology & Standards Department of the Consumer Technology Association (CTA)®, North America's largest technology trade association. CTA is the tech sector, with members who are the world's leading innovators – from startups to global brands – helping support more than 18 million American jobs. CTA owns and produces CES®, the most influential tech event in the world.

PROFESSIONAL STANDARDS EXPERIENCE

Consumer Technology Association (CTA), Arlington, VA

Manager, Technology & Standards June 2021-Present

Responsible for the management of CTA's R11 Health, Fitness, & Wellness Committee and its associated working groups covering topics such as physical activity monitoring, digital therapeutics, and real-world analysis, as well as CTA's Ripple project – an open radar API standard. Hoefler also served as the US TAG Secretary for TC 100 (Audio, video and multimedia systems and equipment) and TC 124 (Wearable electronic devices and technologies).

Association for the Advancement of Medical Instrumentation (AAMI), Arlington, VA

Director, Standards February 2021-June 2021

Senior Program Manager, Shared Services Lead, Standards April 2020-February 2021

Program Manager, Standards January 2019-April 2020

- Managed 16 standards committees and working groups in topics including Artificial Intelligence, Health IT, Sterilization, and Sustainability.
- Led emerging efforts on Artificial Intelligence on behalf of AAMI including participating in activities with the British Standards Institution (BSI), Xavier University, ANSI, and the IEC SEG 10: Ethics in Autonomous and Artificial Intelligence Applications.
- Supervised two Program Manager positions and a Technical Editor position.
- Assisted in the planning and execution of the International Standards Conference, a collaboration between AAMI, BSI, and FDA.
- Assisted with management and execution of meetings related to ISO/TC 198.

The Alliance for Telecommunications Industry Solutions (ATIS), Washington, DC

Senior Coordinator June 2018 - December 2018

Coordinator April 2014 - June 2018

- Responsible for the configuration, implementation and operations of ATIS's knowledge management systems and processes. This included managing the day-to-day operations of the team collaboration software and ensuring that all ATIS and ANSI procedures were carried out in an effective and efficient manner.
- Responsible for secretariat support on behalf of ATIS to oneM2M (a global partnership that creates requirements, architecture, API specifications, security solutions and interoperability for Machine-to-Machine and IoT technologies), including providing support at face-to-face meetings in Europe and Asia and liaising with ITU-T.
- Responsible for program management for multiple work groups including Emergency Services Interconnection Forum (ESIF), Ordering and Billing Forum (OBF), and Synchronization (SYNC).

PROFESSIONAL ASSOCIATIONS

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| • SES – Society for Standards Professionals | January 2019 – Present |
| ○ Conference Planning Committee Chair | August 2022 – Present |
| • USNC Technical Management Committee | January 2023 – Present |