The International Society of **Service Innovation** Professionals

ISSIP Annual 2020 Board of Directors Meeting

Feb 3, 2021

https://bit.ly/3auHJVZ
Twitter Hashtag: **#ISSIP**

Meeting Agenda

- ❏ Opening, and welcome –Jim Spohrer (JS)
- ❏ Honoring ISSIP President 2020, Welcoming ISSIP President, 2021- JS
- ❏ Welcoming 2021 VP – Ulf Vinneras (UV), ISSIP President
- ❏ Welcoming New Chair of Strategy Council – UV
- ❏ New Editor-in-Chief - UV
- ❏ ISSIP 2021 Goals and Objective - UV
- ❏ Discovery Summits – Yassi Moghddam (YM), ISSIP Executive Director
- ❏ ISSIP Awards & Recognitions – Ralph Bendinelli
- ❏ Foundations-funded Projects - YM
- ❏ ISSIP events – Haluk Demirkan (HD)
- ❏ Knowledge Co-creation (Publications, Newsletter, books) - HD
- ❏ SIGS & Ambassadors Activities – YM
- ❏ Volunteers Recognitions- YM
- ❏ Operations – YM
- ❏ Open Discussions

Gerhard Gudergan

INTERNATIONAL SOCIETY
OF SERVICE INNOVATION
PROFESSIONALS

PRESIDENT

2020

Honoring Gerhard Gudergan, 2020 President

- **Under Gerhard's presidency...**
  - ISSIP further strengthened its government foundation wins: NSF and European Commission projects
  - Kicked off ISSIP Digital Badging program
  - Held 2 successful Discovery Summits
  - Sponsored 3 Conference
  - Continued to grow the ISSIP Service Innovation Excellence Awards
  - Service Innovation Framework book further developed

Welcome ISSIP President!

Ulf Vinneras, Senior Director, High Touch Services, at Aruba Networks; ISSIP President(1/1-12/31, 2021)

- Currently, at Aruba Networks, spearheads service-led engagements focused on customer needs with Cloud Native Analytics, Automation and Security as the foundation

- Previously, at Cisco ~ 20 years in various service and product roles including General Manager/Senior Director for Cross Architecture, Customer Experience (CX) division of Cisco Systems

- ISSIP VP, 2020, and recipient of the ISSIP 2019 Distinguished Recognition Award in Service Innovation

- Previously, member of Professional Services advisory board for TSIA

- MBA, Alliance Manchester Business School

- Cisco CCIE certified

Welcome ISSIP VP!

Terri Griffith, PhD, Chair in Innovation and Entrepreneurship, Simon Fraser University's Beedie School of Business; ISSIP VP (1/1-12/31, 2021)

- ISSIP Ambassador, Chair and speaker at various ISSIP Discovery Summits and workshops since organization's inception

- Recognized as Woman of Influence by the Silicon Valley Business Journal

- Author of an award-winning book, **The Plugged-In Manager: Get in Tune with Your People, Technology, and Organization to Thrive**

- Advisory boards: GeoPogo, Intelenz

- Check out her blog, Technology & Organizations, https://terrigriffith.com/

Welcome Chair of Strategy Council & Ambassador!

Utpal Mangla, VP and Senior Partner, IBM Services Innovation Competency – Telco, Media & Entertainment (TME)

- Utpal Mangla (MBA, PEng, CMC, ITCP, PMP, ITIL, CSM) leads IBM's 'Innovation Competency' in TME on Artificial Intelligence, IoT, 5G EDGE, Hybrid Cloud, Robotics and Blockchain Innovations worldwide

- Focus: Digital transformation, Customer insights, SAP, Data analytics, Field Workforce Management, QA and network data monetization

- Achieved "Watson AI Impact 1 Billion Consumers"

- Member of IBM's Industry Academy, 5G EDGE Acceleration team and TMForum's 'AI & Data' advisory board

- Regular speaker at industry forums, university leadership and business conferences globally

- Bachelor's degree in Computer Science Engineering, and MBA from Northwestern University, Kellogg Graduate School of Management with highest honors

Welcome ISSIP Editor-in-Chief!

Manoj Kaushal, Senior Program Manager, Cyient Limited

- Innovation & Skill Development, Agile Scrum Fundamentals Certified (SFC)

- Winner of Living the Brand – Client Champion Award for 2017 and winner of the annual supplier innovation awards, 2016-2020

- Design Thinking, Creativity and Thinking Hats workshop facilitator

- Delivered a talk on Innovation at the 2019 Innov8rs Bangkok

- Multi-lingual | French language DELF A1 certification |Basic Russian & Spanish

- MSc Honors in Aeronautical Engineering, National Aviation University, Ukraine

2021 Goals & Objectives 1/2

| Programs	Goals	Objectives
All ISSIP	• Continue to increase ISSIP's value to existing and prospective new dues paying and individual members. • Increase number of institutional and individual membership. • Increase members engagement in all programs below.	1) # of new Institutional membership ($ generated) 2) # and diversity of individual members 3) # of active volunteers 4) # of volunteer opportunities posted on the ISSIP website
Discovery Summits	• Drive awareness and in-depth discussion in relevant topics • Engage corporate and University members Attract new members • Generate publications (book or article) for discovery summit topics • Monetize direct (from the summit itself) and/or indirect (paying members)	1) Total participants 2) # of university and corporations presented 3) generated content 4) $ generated
Award/Recognitions /badging	2021 Connect existing awards with recognition/badging program to support organizational and individual membership and recognition	1) # of badges issued/claimed/showcased, 2) # of new awards/recognition programs
ISSIP-Government foundations	2021 Support of evidence-based innovation leadership and dissemination	1) # of grants & $ generated 2) # of ISSIP members engaged 3) #of new foundations reach out

Opportunity for all members to get involved! To learn more, send email to: info@issip.org

Programs	Goals	Objectives
Service Innovation Framework SIG/ PCIM	2021 Publish SIB Book on service innovation Framework and develop dissemination strategy for service innovation methodology	1) Publication of the book 2) Delivery of service innovation training course concept 3) # of prototype training courses in 2021
Conference partnerships	2021 Support for increase awareness of ISSIP; disseminate knowledge of ISSIP; create platforms for paid-industry members to present/showcase	1) # of conferences 2) # of new individual members and volunteers 3) # of paid-industry members engaged
NaaS (under consideration)	Define and deliver on ISSIP's unique value prop	Gather a community of interest to define and collaborate toward goals and objectives
Cognitive Systems Institute Group	Connect ISSIP's mission to trusted and inclusive AI	1) # of online panel discussions 2) # of speakers and participant
BEP Book	2021 Connect with Recognition/badging program, generate and disseminate knowledge.	1) # of books published, 2) # of books in-progress, 3) number of badges awarded to editors and authors, 4) #s claimed and displayed.
Newsletter	Increase readership and increase members engagement in development of content.	1)click rate 2) # of members contributing content (news, interviews, articles, etc.) 3) Website posts, social media shares

Discovery Summits 2020
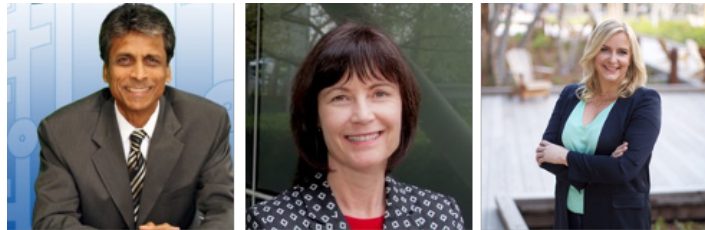
Future of Work & Learning: New opportunities/challenges/ requirements in remote working and learning, Dec 10, 2020

- Speakers/moderators issues digital badges
- Presentation & Recording: posting on the ISSIP website
- White paper development, underway

Future of Work: Building Resilient Supply Chains, Lessons Learned from COVID-19, NOV 17, 2020

2021 Planning underway

Themes and details to be announced soon

Opportunity for:
- Expert (prospective) members to speak
- Aspiring authors to lead the creation of 2021 Discovery Summits reports/whitepapers (potentially a multi-author book)
- All members to participate

Interested to get involved? Send a note to info@issip.org

Awards & Recognitions

2020 Excellence in Service Innovation Award Recipients

- Rama Akkiraju, Vibha Sinha, Anbang Xu, Neil Boyette, Pierre Arnoux, Jalal Mahmud, Pritam Gundecha, Hau-wen Chang, Haibin Liu, Xiaotong Liu, Zhe Liu, Olivia Buzek, Samuel Thomas, Laura Chiticariu, Sudhir Koka, Padma Malladi, Majid Irani, Yuankun Song, Yingbei Tong, Gary Diamanti, **IBM**, "**AI Operations: Operationalize AI for Companies around the World**" for Excellence in Service Innovation with Impact to Business;

- Carole Gridley, Carlos Pignataro, Cayla Yang, Emilio Alvarez-Flores, Simon Dyke, Pavan Sudheendra, **Cisco Systems**, "**The Sustainable Impact program and Open Conservation**" for Excellence in Service Innovation with Impact to Society;

- Megan Branson, Jenny Zhang, Riley Shaw, Jane Scowcroft, Lindsay Saunders, Kelly Davis, **Mozilla**, "**Mozilla Common Voice, Allowing Innovation Through Open Voice Data**" for Excellence in Service Innovation with impact to Open Innovation.

2020 Distinguished Recognition Award Recipients

- John Garrett, Adam Jannetta, Martin Garcia, Ammar Rayes, **Cisco Systems**, for "**The Power of Context: Prioritizing and Driving Action with Benchmarking;**"

- Mehiar Dabbagh & Bechir Hamdaoui, **Oregon State University**; Ammar Rayes, **Cisco Systems**; Mohsen Guizani, **University of Idaho**, "**Shaving Data Center Power Demand Peaks Through Energy Storage and Workload Shifting Control;**"

- Andrea Schwartz Boone, **Braven**, for an **innovative education model** that helps underrepresented students find a meaningful career;

- Ofer Hermani, Ophir Kretzer-Katzir, **SybarIP**, for **its innovative approach** to help companies create value from their Intellectual Property.

- Press release: https://bit.ly/3hgSvkn
- ISSIP website: https://bit.ly/3asq7tA
- ISSIP Certificate to each team member
- ISSIP digital badge (social media shareable) to each team member.
- Plaque for the institution
- Interview in the ISSIP Newsletter
- Speaking opportunity at ISSIP events

Currently accepting application for the 2021, Deadline for submissions: Feb 22, 2021, 11:59 pm US Pacific Time. Details:

https://bit.ly/3asVgNP

Awards & Recognitions

ISSIP Digital Badges are designed & deployed to recognize individual members for their service-related expertise and accomplishments.

ISSIP Digital Badging Program

2020 - Kickoff

- Policies/procedures to ensure integrity/reputation/efficiency of the program

- Granted limited numbers for:

  - ISSIP Excellence in Service Innovation badge, and Distinguished Recognition badge given to individuals who have received the annual ISSIP Service Excellence Award on behalf of their organizations.

  - 2020 ISSIP Discovery Summits speakers

2021 - Proliferate

- Encourage awardees to post on social media/promotion outlets (LinkedIn, Facebook, Twitter, email signatures, other's website, etc..)

- Streamline the process of claiming and posting on social media

- Strengthen policies and procedures

- Expand badge opportunities:

  - All past Discovery Summit speakers

  - 2021 ISSIP Service Excellence Award recipients

  - ISSIP Business Expert Press book authors

  - ISSIP Conference Best Paper Award winners

Foundations-funded projects

NSF – Industry Perspective on Future Skills and Education

- **2020** – Project completed/Report submitted to NSF - https://bit.ly/2E9WmRQ
  - Collaborators: Professors Lou Freund, and Stephen Kwan (San Jose State University), and Dr. Martha Russell, Stanford, and Yassi Moghaddam, ISSIP
  - Award size ~ $87k

- **2021 Goals -** Proposal passed first round of panel reviews, expect grant in1H2021
  - Collaborators: Professors Haluk Demirkan, U. of Washington, Lou Freund, & Martha Russell
  - Award size ~ $84k

European Commission (EC) – Skills for innovative services/new jobs

- **2020** – Project in-progress
  - 3 workshops held, and an interim report co-authored
  - A number of ISSIP members contributed to workshops, authored/reviewed and provided feedback to the report
  - Collaborators: Empirica (leading), ISSIP and PWC
  - Award size (ISSIP) - EUR 62,000

- **2021 Goals:**
  - Support Empirica to conduct 2 workshops
  - Final report EC ~ Oct 2021
  - Increase ISSIP members engagement & exposure

Other 2021 Goals

- Deliver on time and budget on existing projects

- Collaborate with ISSIP members from academia as co-PI for NSF and other grants

- Identification of key foundations aligned with ISSIP's mission

ISSIP Events 2020/2021

2020

- HICSS 53 – 2 Workshops, and two mini-tracks, ISSIP-IBM-Cisco-JST-UW best paper awards (5 winners from 17 global nominations), Jan 7-11, Maui, Hawaii

- ISSIP sponsorship of CITRIS Banatao Institute Women in Technology Conference, March 6, 2020, Berkeley, CA,

- ISSIP read-out to NSF, Sept 14, 2020 (virtual)

- European Commission Workshops (virtual), March 16, Sept 15, Dec 9, 2020

- ICServ, Tokyo, Japan, March 2020 (virtual)

- Conference on Applied Human Factors - 7th International Conference on The Human Side of Service Engineering, July 16-20, 2020 (virtual).

- ISM industry 4.0, 2020, Nov 23-25, Italy (virtual)

- Two Discovery Summits, Nov & Dec 2020 (virtual)

2021

- HICSS 54, Jan 2021, Limited scope & virtual, planning underway for in person HICSS 55, Jan 2022

- Two virtual workshops being planned for the European Commission project, 1st, March 23, 2021

- Possible NSF workshop, 2H2021

- Naples Forum on Service, Naples, Italy June 2021 (hybrid virtual)

- Frontiers in Service, June 20-21, Amelia Island, Florida, USA (virtual)

- AHFE/HSSE 8th, July 25-29, Manhattan, NY USA (hybrid virtual)

- ISM Industry 4.0 2021, Nov 17-19, Linz, Austria (hybrid virtual)

ISSIP Members Publications

SERVICE SYSTEMS AND INNOVATIONS IN BUSINESS AND SOCIETY COLLECTION
JIM SPOHRER AND HALUK DEMIRKAN, EDITORS

OVER 34 TITLES IN THIS COLLECTION!!
VISIT US ON THE WEB AT WWW.BUSINESSEXPERTPRESS.COM/PRODUCT-CATEGORY/SERVICE-SYSTEMS-AND-INNOVATIONS-IN-BUSINESS-AND-SOCIETY/

Book Series, Partnership with Business Expert Press

- We are partnering for 2 collections (Co-editors: Jim Spohrer & Haluk Demirkan)

- "Service Systems and Innovations in Business and Society"

    # of books published: in last quarter = 5, total = 43

- "Collaborative Intelligence: People, AI, and the Future of Work"

    # of books published: in last quarter = 1 , total = 7

Other Publications Completed:

- An Industry Perspective on STEM Education For The Future, July 6, 2020, https://bit.ly/2E9WmRQ

Publications underway:

Report on the two 2020 Discovery Summits

Special Interest Groups	Accomplished as of 2020	Goals for 2021
Cognitive Computing Institute (Susan Malaika, launched 11/14)	Was on hold	• Resuming with less frequency, but longer in duration, and panel style calls.
Education & Res. (H. Demirkan, J Spohrer, launched 10/12)	• Number of Programs at HICSS and AHFE 2020. • Best student paper award at HICSS 2020 • ISSIP Badging Program defined, description, process to claim and post on social media posted on the ISSIP website, initial series of badges issued (a few posted on LinkedIn	• Connect ISSIP badges to other ISSIP programs (e.g. Discovery Summits, • Improve the badging process (claiming, posting on social media, etc.)
Service Inn. Framework (DJ Christman, launched 4/14)	• HICSS 2019 & 2020 Workshops Delivered • Continued work on BEP book centered around PCIM / SIB.	• Publication of SIB & PCIM via BEP • Propose PCIM badging framework in collaboration with Ed & Res SIG
Service Design (Payal Vaidya, Daniela Sangiorgi, relaunched Nov 2019)	• Weekly calls ran Jan-April 2020	• On hold

1 new Ambassadors in 2020
(40 Total)

Major activities:

- HICSS - Haluk Demirkan, HICSS 53, and planning HICSS 54

- AHFE-HSEE – Christine Mele, Jim Spohrer, AHFE-HSSE July 2020, San Diego, CA

- Naples Forum - Christine Leitner, June 2019

- IBM Research, Frontiers of Service, ICServ - Jim Spohrer, 2020, and 2021
- International Conference on Industry 4.0 and Smart Manufacturing, Antonio Padovano, 2020

Thank you other Volunteers!

Agarwal, PK	UCSC
Anya, Obinna	Google
Aggarwal, Nupur	IBM
Akkiraju, Rama	IBM
Badinelli, Ralph (BOD, Past President)	Virginia Tech
Bassano, Clara (Chair Ity Chapter)	U of Salerno
Christmas, David (Chair SIF SIG)	Cisco
Cutroneo, Alessandra	Politecnico di Milano
Castro-Leon, Enrique	Intel
Demirkan, Haluk (BOD)	U of Washington
Freund, Lou	SJSU
Ganz, Walter	Fraunhofer
Griffith,Terri	Simon Fraser University
Hayes, Amy	Facebook
Hidaka, Kazuyoshi	Tokyo Institute of Technology
Hiner, Larry	WF Equanimity
Garrison, Josh	Cisco
Kaushal, Manoj	Cyient
Kemi, Jona	Northeastern U.
Kimura,Yasunori	JST
Kripalani, Sunil	Former UHG, and Cisco
Kwan, Stephen	SJSU (emeritus)
Kumar, Nagendra	Cisco
Lia, Rebecca	Skuchain
Lietner, Christine	CEPA

Malaika, Susan	IBM
Mangla, Utpal	IBM
Manhaes, Mauricio	Professor at SCAD
MacLeod, Scott	World University
McGoogan, Tom	Boeing
Mele, Cristina	U. of Napes
Moccia, Salvatore	International University UNIR
Moser, Benedikt	U of Aachen
Mutis, Handan	Program Manager, ISSIP
Parmer, Jack	Plotly
Polese, Francesco	U of Salerno
Rafey, Rick	InOrbit
Rayes, Ammar (BOD)	Cisco
Ross, Kevin	Accenture
Roy, Alka	AT&T
Rucinski, Andrzej	U of New Hampshire
Russell, Martha	Stanford
Sangiorgi, Daniela	Politecnico di Milano
Simons, Dennise	U of Florida
Smith, Erin	Axelos
Spohrer, Jim	IBM
Stokes, Deborah	Dell
Takashima, Yosuke	JST
Tomic, Michele	St. John U.
Tymann, Nate	Blue Cross Blue Shield, NC
Vaidya, Payal	Consultant
Vinneras, Ulf	Aruba Networks
William, Jutta	Twitter
Yuen, Jo	Retired, UC Berkeley
Yurko, Heather	Facebook

Chapters
ISSIP-NSF-Research
Workshops
Discovery-Summit
AI-Services
ISSIP-BEP
ISSIP@AHFE-HSSE
ISSIP@HICSS
Open-Data-Catalogue
SIGS Ambassadors

Individual Membership Update

**ISSIP Individual Membership
Dec 31, 2019**

SMB 5%
Other 5%
Students 19%
Academic/Research Center 31%
Company 34%
Independents 6%

**ISSIP Individual Membership
Dec 31, 2020**

SMB 6%
Other 4%
Student 19%
Academic/Research Center 31%
Company 33%
Independent 7%
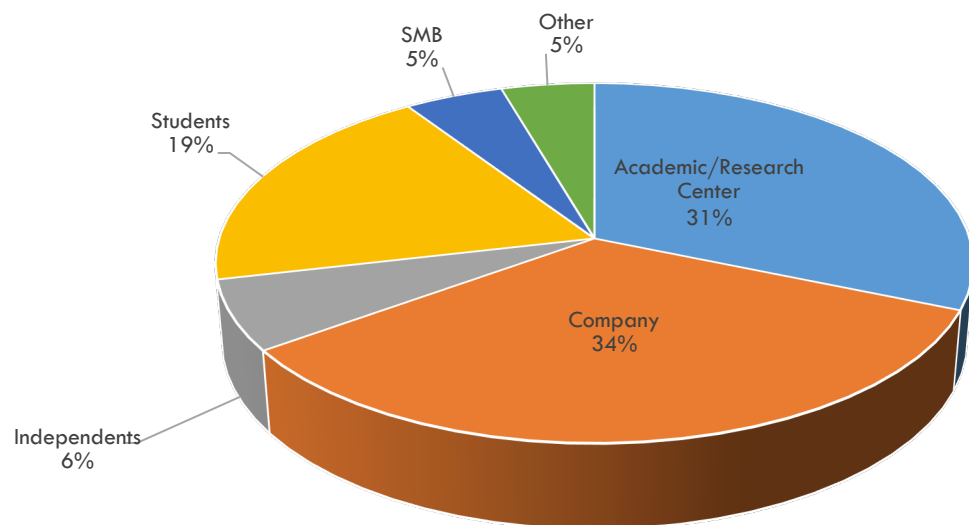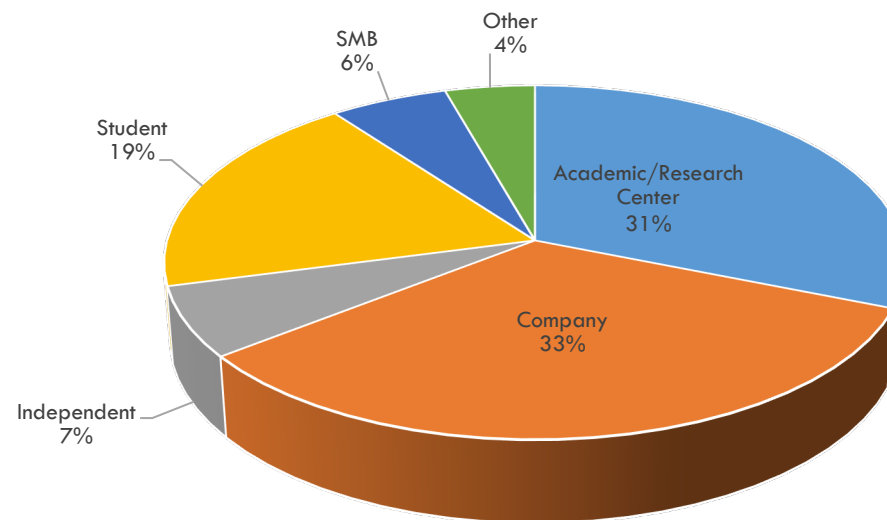
Total 12/31/2019	Total 12/31/2020	Growth:	Average Addition/ Month:
1457	1519	4.6%	~5

Institutions represented by continued, and recently, active individual members

Curious how your company could join ISSIP?

Contact execdir@issip.org

Financials 2020

❑ **Total Cash** (as of 12/31/2020) — $125,542.78

- $108,886.88, checking
- $16,655.90, savings

❑ **2020 Total Income -** $148,158.22

- **Membership dues** - $60,000
- **NSF Award** - $51,109.00
- **Empirica (EC)**- $27,805.00
- **Others** - $7,917.46
- **Donations** - $1,326.76

❑ **Major Expenses**

- **Main Operations**
  - Compensations - $52,500
  - Web & other IT development — $2,500
  - Accountant - $2,000

- **Conferences**
  - Sponsorships and Best Paper Awards ~ $6,500

- **NSF project**
  - PI's and Senior Personnel compensations ~ $39,507

Other Operations

❑ISSIP 2020 Annual Report, will be available on www.issip.org by end 1Q 2021.

❑ISSIP Tax forms due May 15, 2020

Thank you!

ISSIP Annual 2020 Board of Directors Meeting

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