

IEEE Technical and Engineering Management Society,  
Santa Clara Valley Chapter Presents

# Thrive as a Manager

THE UNWRITTEN RULES OF TECHNICAL MANAGEMENT

FRIDAY, MARCH 20, 2020, 8AM TO 4:30PM

International Technological University (ITU), 2711 N. First St., San Jose, CA

SPONSORED BY



## OUR SPEAKERS



### Kimberly Wiefling

Founding Member, Silicon Valley Alliances

**It's in Our DNA - Strengthening Organizational Culture**

#### Bio

Kimberly works with leading companies throughout the US, Europe and Asia to bring people with diverse backgrounds, cultures & styles together to achieve what none could do alone.

A physicist by education, Kimberly realized long ago that the human skills aspects of working in teams are so vital to technological success, and so frequently overlooked.

Kimberly is the founder of Silicon Valley Alliances and a co-founder of the Silicon Valley Engineering Leadership Community. She is also the author of seven books including "Scrappy Project Management" and "Inspired Organizational Cultures".

#### Talk Description

You will learn how to engage your people in a personal journey to discover your organization's unique identity, and then use that shared identity to create truly engaged employees and a truly cohesive team.

#### Key Takeaways:

- How to create a shared understanding of your organization's history through stories and images.
- The power of sharing stories from your personal experience that illuminate the nuances of your DNA.
- How to define who are you as an organization by vividly describing who you are NOT.

The power of exploring possible future scenarios to discover what your organization can become.



### Moshe Gotesman

Principal, Mosgot Consulting

**Lead Your Team, Because Management is Leadership**

#### Bio

Moshe Gotesman, PhD worked in engineering management, process development and as a Director of project management at many Fortune 500 organizations such as Visa Inc, Walmart, Sun Microsystems, Nokia and Google. Moshe teaches at Google, UC Berkeley Extension, and College of San Mateo.

#### Talk Description

As a manager, you must both manage and lead. Moshe discusses five essential skills and capabilities managers need and explains practical ways to be successful as a both a manager and a leader of people and teams.

Go to <https://site.ieee.org/scv-tems> for more information and to register



## Gale Stafford

LEAP Improvement System Manager, County of San Mateo

### Four Secrets to Powerful Coaching at Work

#### Bio

Gale Stafford is an executive coach, leadership trainer, and process improvement consultant. He works in San Mateo County with healthcare leaders to create workplace cultures of continuous improvement. He has a background in behavioral science, change management, and information technology management, and holds a Masters degree in industrial-organizational psychology.

#### Talk Description

Coaching is one of the hardest skills for a leader to develop, and among the most important. As your career shifts, and you no longer do the work, but instead begin to manage the work, something in you has to change. You need to focus less on technical and functional skills, and focus more on building relationships, listening, giving feedback, and setting direction for others. But how do the best managers make this difficult change and become great coaches? In this talk, you'll learn 4 secrets to unlocking the potential of others to learn and improve. And you'll leave with specific habits you can practice every day to become a rock-solid coach.



## Josh Goldberg

VP of R&D, Zume Inc.

### Start Leading a Startup

#### Bio

Goldberg joined Zume Pizza as the founding CTO in 2015, building the robotics, hardware, and software technologies from the ground up. As VP R&D of Zume, Inc., he continues to develop new technologies to transform the food supply chain. Prior to Zume, Goldberg spent 20 years building a career as an engineering leader at several startups and large enterprises.

#### Talk Description

Managing and leading in a startup is different than in an established company. As the startup progresses through stages of development and the staff grows, management techniques that work in a previous stage must be adapted to work in the later stages. Mr. Goldberg will discuss management and leadership techniques he used and how he adapted them in his startup journey.



## Tom Pavelko

Program Director, Lockheed Martin (ret.)

### Lead Successful Projects

#### Bio

Thomas Pavelko worked 37 years for Lockheed Martin. Progressing from System Engineering Manager to Program Director, he worked in many areas including, Satellites, Missiles, R&D, Electronics, Propulsion, Advanced Astronautics, Commercial Space, Missile Defense, Human Spaceflight and Skunk Works. Assigned as the Program Manager for many programs valued from \$125 million to \$1.2 billion, he was able to complete all programs successfully.

#### Talk Description

Managing and leading a best-in-class project takes no more effort than a more poorly led project. The difference is in how the project is led. In this talk, Tom draws on his leadership of many successful projects to explain the techniques that transform a marginally performing project into a highly successful one. These techniques can work with any project even turn around projects that are failing.



## Mark Quinn

Head of Software Quality Operations, Waymo

### Empowering People and Teams

#### Bio

Mark Quinn has a BSEE from USC and an MBA from Duke University. He interned at McMaster-Carr before holding positions with Apple, Amazon, and then Senior Director of Product Operations at LinkedIn. Mark is currently the Head of Software Quality Operations at Waymo.

#### Talk Description

This talk explains how to empower people and teams to operate creatively and independently to achieve success. New managers often fall into the habit of wanting to be involved in everything even though they don't need to. Mark shares an approach that allows your people more latitude and gives you more time to accomplish more and develop strategies for your team. You learn empowering people is a conscious activity you choose to do, how to setup the right guardrails, and how to celebrate when people do things differently than you would.