



Matthew S. Loeb, CAE
Staff Executive

In his current role as IEEE Staff Executive, Matt Loeb stimulates organization-wide strategic thinking, innovation, and the development of new, high-impact and valued business opportunities. He is focused on increasing the influence and impact of IEEE through its global expansion and continued investment in developing and leveraging long-term collaborative partnerships with industry, academic institutions and government.

Throughout his 20 year tenure with IEEE, Matt has provided visionary leadership, guidance, and support for IEEE's professional staff and volunteer leadership resulting in such accomplishments as IEEE's entrance into electronic and digital publishing, certification, the use of social media and new programs in emerging technologies. He also led the development and implementation of a major IEEE public visibility initiative to significantly increase the public understanding, awareness and appreciation of the contributions engineering and technology professionals while enhancing the IEEE brand. He currently leads IEEE's expansion into growth markets, including China, India and Africa.

Matt is an IEEE Senior Member and a member of and Certified Association Executive (CAE) by the American Society of Association Executives (ASAE). He serves as a Trustee of the United Engineering Foundation, a Member of the ASAE Executive Management Council and Key Global Associations Committee, and he is a member of the *Digital Now* Conference Advisory Board.

With his passion for soccer, he maintains national licenses from the United States Soccer Federation (USSF) as both a Coach and Referee.

Speech Title: Developing and Deploying a Reasonable Business Continuity Plan:
Lessons Learned from Hurricane Sandy
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