

# Chapter Meeting – November 2020



**Topic: Challenges Ahead in Electrification and Automation Systems**

**Presenter: Dr. John Reid, Vice President Enterprise Technologies Brunswick Corp**

**Presentation Site:** Remote. Online attendance only due to COVID-19.

Date: Thursday, November 19, 2020

Agenda: 6:30 - 7:00 PM CT – Announcements & Introductions

7:00 - 8:30 PM CT – Feature Presentation and Q&A

## **Abstract**

Today's recreational boat systems are at the highest level of performance and durability the world has ever known. As evidenced by our strong presence at the 2020 Consumer Electronics Show (CES) in Las Vegas, Brunswick is the clear marine industry technology leader. However, to meet future demands, Brunswick's next generation of products will need to tackle more complexity while providing an intuitive, accessible experience for the owners and the crews. Brunswick's approach to innovation and Systems Engineering will be critical. Within the invention space, ideas are collected and cultivated. It is here where "the needs of the customer" and "the potential of technology" interact. Brunswick is expanding its use of human-centered design processes to create desirable, feasible, and viable new product concepts that take advantage of new technology. Simultaneously, we are increasing system engineering use, especially to capture requirements, define architectures, and objectively verify performance for these non-traditional technologies. Our success will depend on hiring new people with the right capabilities, defining new processes, and laying out the next-generation systems.

## **About Our Speaker**

Dr. Reid has over 30 years of highly accomplished technology leadership experience, most recently serving as Vice President, Enterprise Technologies at Brunswick Corporation (NYSE: BC). Previously, John served as Director, Enterprise Product Innovation and Technology, and Technical Fellow at Deere & Company. Over his 19 years at Deere, Dr. Reid was instrumental in developing and implementing the enterprise innovation strategy and processes, driving enterprise capability building through product technology roadmaps that included, among other critical initiatives, the company's strategy for automation and autonomous machine systems. Before his tenure at Deere & Company, Dr. Reid was a professor at the University of Illinois for 14 years, and where he was recognized for his automation research contributions. Dr. Reid earned engineering degrees from Virginia Tech (BS/MS) and his Ph.D. from Texas A&M University. An active inventor, Reid has over 30 patents, primarily in the area of sensing, automation & control and is a member of the National Academy of Engineering..

**Questions?** For more information, go to <http://www.incose.org/Chicagoland/>.



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## INCOSE Chicagoland Sites



Aerotek / EASi offices  
1501 E. Woodfield Rd. Suite 300N  
Schaumburg, IL 60173  
3rd Floor Conference Room



BB7, 5407 Fen Oak Dr.  
Madison, WI 53718  
Mendota Conference Room



Oshkosh Corp (*Limited to Oshkosh Employees*)  
370 W. Waukau Ave  
Oshkosh, WI 54902

**Online attendance only due to COVID-19.**

Attend live, on-line. Meeting begins at 6:30 PM CT.

Video URL:

<https://incose.pgimeet.com/INCOSEResourceTwelve>

Audio Dial-In:

Access Number: 1-605-475-5604

Guest Passcode: 723 236 7062

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