

Xerox CTO Inspires Women at WiE Talk at ISSCC 2016

Sophie Vandebroek, chief technology officer (CTO) of Xerox Corporation and president of Xerox Innovation Group, gave an inspiring talk at the Women in Engineering (WiE) Luncheon at the International Solid-State Circuits Conference (ISSCC) on 1 February 2016. Vandebroek was introduced by Wanda Gass, IEEE Solid-State Circuits Society (SSCS) WiE representative.

Vandebroek used real-life anecdotes to give attendees advice for the future and share lessons she's learned in her career and stressed the point of learning new things. "Get your ticket punched," she said. "Move into new areas and keep learning." She said one of the most important things that she's learned in her career is to show that you know what you're talking about. "Get your ticket punched over and over and over again as you move forward."

Vandebroek's first lesson was that it's all about people. "Build relationships with people," she said. "When you first



SSCS WiE Representative Wanda Gass introduces Sophie Vandebroek, CTO of Xerox Group and president of Xerox Innovation Group.



Women mingle at the WiE Luncheon at ISSCC 2016.



Sophie Vandebroek shares lessons she learned and advice for women.

join an organization, there are many people at the organization you need to take the time to get to know.” She explained that it’s important to build relationships in the workplace. “When you have an idea, make sure you build relationships with other departments to bring your idea to life,” Vandebroek advised.

She said it was important to dream big with customers. “Create really good solutions, create the next best thing!” she said.

Vandebroek’s third lesson was to be open to innovation. She advised attendees to look outside their boundaries for their next idea. Collaboration is extremely important.

She also said it was important to not be afraid. Always look for opportunities in all dangerous situations—every situation can turn into an opportunity, she said. “Reach out to the world. Don’t be afraid!”

Her last piece of advice was to, most importantly, have fun. “Life is too short

to not have fun,” she said. “Be happy with what you do.”

The talk was followed by a brief question and answer session, hearty discussion, and networking over sandwiches, salad, and small bites.

Visit sscs.ieee.org/membership/women-in-engineering-wie for more information on upcoming WiE events.

—Abira Sengupta

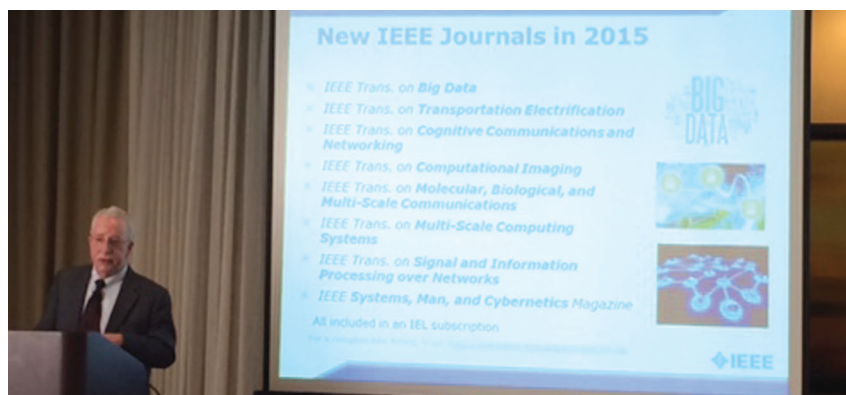
Keeping up with IEEE *Xplore* at ISSCC 2016

The IEEE *Xplore* Marketing and Client Services teams presented an IEEE *Xplore* update at this year’s International Solid-State Circuits Conference (ISSCC) held in San Francisco, California, 31 January to 4 February 2016. The session, “Keeping Up with IEEE *Xplore*: Insider Tips to Improve Your Productivity,” was presented by IEEE Client Services Manager George Plosker. More than 60 conference participants from a wide variety of organizations enjoyed the lunch and learn session.

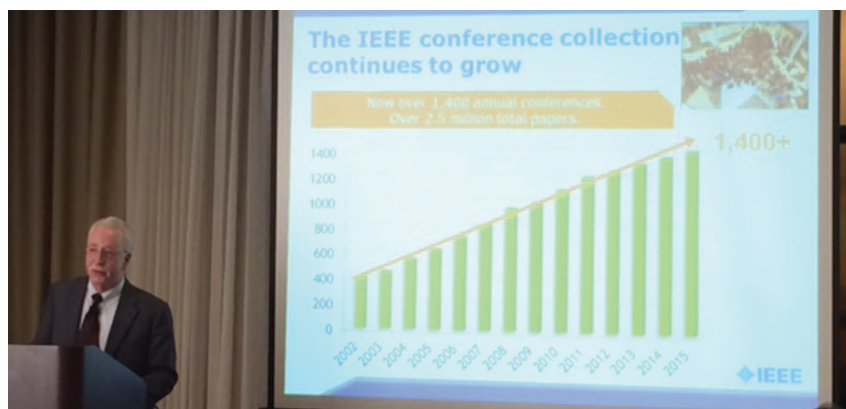
The talk covered four key areas:

- 1) IEEE background and the business benefits of using IEEE *Xplore*
 - 2) a content update, including an overview of core coverage, quality, and partner content
 - 3) IEEE *Xplore* platform update
 - 4) insider tips on search strategies.
- Bruce Hecht, a new product design quality engineer, mentioned how much he enjoyed the talk, especially the patent-related section InnovationQ Plus.

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George Plosker gives an update on new IEEE publications in 2015.



George Plosker informs audience members that the IEEE conference collection has continued to grow over the last few years.