

**Management Division Newsletter, April, 2012**  
**American Society of Mechanical Engineers**

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**Notes from the Chair:**

Dear Management Division members,

Greetings from the executive committee of the division! I'm excited to introduce the newly constituted committee which is dedicated to serving you and your interests over the following year. As you will see, we have a diverse group of talented individuals who are spread out across the globe and available to help you as you need. Following is a brief introduction to the group:

**Treasurer**



**Simon Bricteux**  
Nürnberg Area, Germany  
Development Engineer,  
Team Coordinator,  
Valves, *KSB Group*

**Vice-Chair**



**Dr. Wolfgang  
Mueller-Leydig,**  
Sydney, Australia  
Technology Marketing  
and Project Finance,  
*Oceanlinx Ltd*

**Chair**



**Chetan Paydenkar**  
Arlington, VA  
Manager  
Customer Impact  
Products, Services,  
Industrials  
*PricewaterhouseCoopers*  
@ChetanPaydenkar

**Vice-Chair**



**KC De La Garza,**  
Houston, Texas  
Supply Chain  
Manager  
*TSP Fastener  
Resources*

**Secretary**



**Dr. Siva Pilli**  
Richland, Washington  
Senior Scientist  
*Pacific Northwest  
National Laboratory*

The committee met on the sidelines of the Leadership Training Conference, in New Orleans, LA, on March 4, 2012. The group **prioritized outreach to existing and new members** as the primary focus for this year. To that end, ideas related to outreach to engineering management programs, periodic publication of newsletters, enhancing the Management Division presence at IMECE, expanding the existing partnership with the American Society of Engineering Management were also discussed. You can reference the details and outcomes of the discussion [over here](#).

We also decided to resurrect the Division newsletter-this being the start- which is slated to be published three times annually (April, July, December). You can look forward to receiving the latest updates and news on issues related to engineering management through this medium. To that end, we welcome contributions from our members. Please feel free to reach out to any of the executive members to express your interest in writing a short article for the newsletter.

Finally, the committee approved the roster of meetings for the next year which include events during the **Summer Annual meeting in Montreal, Canada in June, 2012** and **IMECE in Houston, TX in November, 2012**. We welcome and encourage you to attend and get involved.

Please feel free to reach out to any of the executive committee members (for contact information [click here](#)) with questions you may have or if you would like to get involved with the workings of the executive committee.

Regards,

Chetan Paydenkar

## **Update from the LTC conference, New Orleans, March 1-4, 2012**

*Simon Bricteux*

Several members of the Management Division recently participated in the Leadership Training Conference (LTC) that took place in New Orleans ( Louisiana , USA ) from March 1<sup>st</sup> to March 4<sup>th</sup>.

This event had two simultaneous tracks: the **Select** track and the **Premier** track. The **Select** track is intended for first-time LTC participants and aspiring ASME leaders. As described by the LTC organizers, the **Premier** track is “designed to meeting the leadership development needs of current and incoming chairs or vice-chairs.” Both tracks included presentations to develop the business skills and concepts useful in our daily work lives as they are in any volunteer’s experience within the ASME. These include themes such as effective meeting, team building and setting priorities on the Select track. As examples, strategic planning, advanced communication and mentoring were presented on the Premier track. This conference also represented an excellent opportunity to get to know ASME better. Its structure, unit leadership, available resources to volunteers, unit/division/section finances, just to name a few, were presented by members with years, and often, with decades of experience. This conglomerate of active members is a golden networking opportunity.

In parallel, the Volt Academy organized a presentation titled “Innovation on the Verge” by Joel Barker, the author of “The Five Regions of the Future: Preparing Your Business for Tomorrow’s Technology Revolution”. Through a concise explanation and a wealth of examples, Mr. Barker convinced the audience that parallel industries and applications seemingly very distant from each other represent a great source of ideas and solutions to each other.

*Note that opportunities to sponsor Management Division members to such conferences are available periodically. Please contact the executive committee to learn more about possible funding for your section members*

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Spotlight:

**Social Media: Making an impact on the practice of engineering**

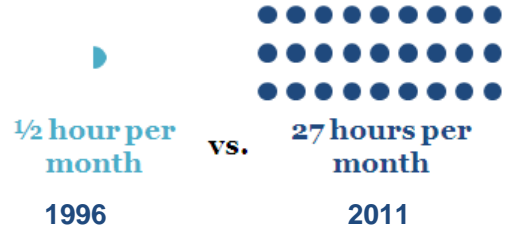
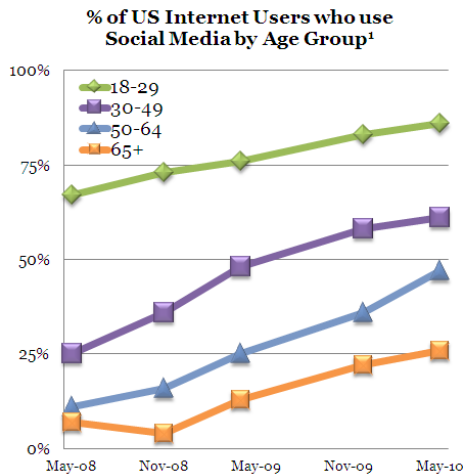
*Chetan Paydenkar*

The spotlight for this newsletter is on Social Media-a new and emerging channel-which has continued to experience explosive growth and make an increasing impact on our lives over the last few years. As engineers, some of us may perceive this channel to be mostly for...well, socializing, and at best a marketing channel for businesses to tap into.

The truth is that Social Media has had just as much an effect on the field of engineering as it has had on marketing. The primary driving force behind Social Media's impact is the fact that it's where we, as customers (across all age groups<sup>1</sup>), are spending an increasing portion of our lives (The average American spent 27 hours/month on Social Media in 2011 compared to 1/2 hr/month in 1996<sup>2</sup>!).

***Not only has Social Media been adopted at exponential rates across all age groups...***

***...but also continues to define where the average American spends an increasing part of their time***



Companies, across all industries, are leveraging this degree of usage to derive business benefit in two primary ways:

**Spark innovation by co-creating with customers- Case Study:** Nestle's Nespresso coffee machines



The Nespresso, "the Apple of coffee machines", by Nestle, commands an impressive price premium and is known for its great design features. These features include its ease of cleaning, plug-in jug with non-stick inside lining and frothing brush with a magnetic system which ensures that users never lose the brush.

According to the source<sup>3</sup>, all or some of these features were designed in after hearing customers complain about problems related to similar or competing coffee machines. So just by *listening online to what people were saying about problems they're having with the devices (in this case, coffee machines)*, Nestle was able to design a product that retails for as much as 10X that of some of their competitors.

### **Impact to the bottom line- Case Study: Lenovo Group<sup>4</sup>**



Companies, such as Lenovo, are increasingly using Social Media as a customer service channel and thereby reducing the cost to serve (relative to call centers) their customer base. Lenovo created its own online community to spark customer interaction and provide customer support. As a result, Lenovo not only learned how to tailor and improve the customer experience through the discussions on the forum but also achieved a *20% drop in laptop support calls and a shortened problem resolution cycle*.

The above two case studies show that as practicing engineers, we need to become more aware about the emergence, and more importantly the use, of Social Media and how we can harness it to serve the profession of engineering.

Want to leave you with the following questions to think about:

1. What is your company's Social Media strategy?
2. What is your Social Media presence and how can it be leveraged to further your daily role?

Feel free to reach out to me if you'd like to continue the discussion (@ChetanPaydenkar).

Sources:

1. <sup>1</sup>Mashable, Internet of Yesterday & Today: 1996 vs. 2011, September 2011
2. <sup>1</sup>Pew Research Center's Internet & American Life Project Surveys, September 2005- May 2010
3. <http://blog.infoglutton.com/2010/07/21/using-online-reputation-monitoring-to-improve-design/>
4. <sup>2</sup>Forrester, "Case Study: Lenovo Takes Ownership of Social Media to Reduce Customer Service Costs, August 2009.