



ROLE AND RESPONSIBILITIES OF THE TECHNOLOGY STRATEGY BOARDS OF DIRECTORS



Mission Statement

The Association for Advancing Automation (A3) is THE global advocate for the benefits of automating. We promote automation technologies and ideas that transform the way business is done. Since our founding in 1974 as a robotics association, we have become the trusted resource for companies looking for valuable education and information on how to successfully automate.

The A3 Technology Strategy Boards of Directors

A3 provides leadership for the advancement of the robotics, vision & imaging, motion control, artificial intelligence, and synergistic automation industries.

The Association for Advancing Automation Technology Strategy Boards provide input to the A3 Board of Directors as to the current and future needs of the technology sectors and inform on emerging technologies and trends in the industry. The Technology Strategy Boards report to the A3 Board of Directors.

Attributes of Board Members

A Technology Strategy Board director must be an employee of an eligible, voting A3 member company in good standing. Directors must be high-level representatives of their member companies and must be directly involved in their technology sector or related automation sector.

Important individual attributes include:

- Sufficient organizational seniority to understand and impact the development, application, or commercialization of technology at a strategic level within a company.
- Prior experience and a current organizational role that is focused, beyond purely technical, on a technology in a commercial, sectoral, or societal overview.
- Demonstrated experience and academic or industry credibility as a thought leader in the specific Technology Strategy Board's area of technology.
- Ability to contribute cooperatively in an unbiased, company-agnostic manner.
- Talent as a communicator; full support from their company in this role; plus, a strong desire and commitment to selflessly help the industry.



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The Duties of an A3 Technology Strategy Board Director

- Be at the forefront of technology trends/new technologies and understand their implications for the technology sector. Provide strategic direction regarding technology to the A3 Board of Directors.
- Provide strategic direction on related or adjacent technologies and trends.
- Determine industry priorities and facilitate attention to strategically important topics.
- Provide strategic direction for promotion of the value of the technologies to stakeholders, users, governments, and the public.
- Provide strategic direction for education, training, and certification for technology sectors.
- Provide strategic direction for standards development, management, promotion, and education.
- Advise on specific metrics/statistics, business intelligence needed by industry.

Board positions are unpaid and board members are responsible for all travel and expenses necessary for attending three to four board meetings per year in addition to possible subcommittee or other meetings.

Board Members are asked to:

Attend all board meetings.

- Commit to representing the needs of the entire industry, acting in a fair and impartial manner, and following all A3 antitrust guidelines.
- Keep all board meeting discussions confidential, as well as any other material that prudence would suggest be held confidential.
- Commit to avoiding conflict of interest or using the association to gain competitive advantage.
- Commit to arriving on time and remaining for the full duration of meetings.
- Commit to serve their full two-year term.
- Review and sign the A3 Conflict of Interest Policy/Disclosure Form and the Board Code of Conduct Policy

Be willing to “market” A3 in the industry by soliciting and referring new member companies.

Be a spokesperson within their company for A3 and its activities, increasing the overall awareness of A3 with their personnel. Encourage the appropriate personnel at their company to participate in A3 activities and events.