

2017 Slate for CSIA Board of Directors



	Luigi De Bernardini, CEO Autoware	Stephen J. Malyszko, President & CEO Malisko Engineering, Inc.
CSIA volunteer experience	End User Marketing Committee, Leadership Development Committee, Business Model Taskforce Leader, Panel speaker at the Automation Conference	Best Practices Committee, Client Committee, Marketing Committee, Partner Committee, Awards Task Force (2015)
Why do you wish to serve on the CSIA Board and what can you contribute?	Since I joined CSIA (without having any idea of what CSIA was about), I have learned a lot and met many people who have changed my knowledge, my business and my life. I've had the opportunity to gain a lot of value from the association and I'm willing to give a little back, based on my capabilities. Since 2008, I've been part of an international peer group and developed experience in combining different cultures, habits and market knowledge. I'm enthusiastic about technology and passionate in understanding how it can change and improve our businesses. I can combine my European vision, international experience and passion for progress to help CSIA expand, grow and provide its members guidance in these fast changing business times.	When the opportunity to serve on the Board was presented to me I decided to accept the challenge and assist with making CSIA stronger, of more value to its members and even more relevant to clients of our members. I intend to contribute my perspectives, comments and recommendations arising from my experience and learnings gained from the almost 40 years I've spent in the ever-changing field of industrial and commercial automation.
What do you see as key trends or issues in the industry?	We are living in disruptive times, where many different technologies have become available at the same time and at reasonable cost. It happened in the consumer market and is now happening in the industrial market. This is creating totally new expectations from system integrator clients. They are changing the way they do business, the way they buy and the way they want to collaborate with system integrators. The delay in adopting solutions from the consumer market to the industrial one is shortening. New opportunities, created by new technologies are in front of us and they challenge the way we do business. We need to be aware of that to be able to drive our businesses according to our strategy.	<ol style="list-style-type: none"> 1. The convergence of the IT world and the OT world, and the educational hurdle of getting people to understand the similarities and differences between the two worlds. 2. Demonstrating "value" to (new) clients. 3. The shortage of qualified talent for industrial and commercial automation.
What are your key priorities for CSIA in the next three years?	<ul style="list-style-type: none"> • International awareness: The CSIA brand needs to be recognized internationally to gain respect with end users and help differentiate CSIA members (especially the Certified ones) from "standard" SIs. • SI "education": The market is changing dramatically fast. Technologies and business models are changing simultaneously. Besides updating the Best Practices, CSIA needs to help members keep up with these changes so that they can strategically drive their business, not just survive. • Partnership and Collaboration: The market is global and the trend is for global solutions. CSIA embeds in its DNA the culture of collaboration and sharing. It should move one step forward in helping members — both SIs and vendors — collaborate and partner more efficiently, preserving their specific roles, to be more effective in the marketplace. 	<ul style="list-style-type: none"> • Growth in membership • Growth in the number of Certified members • Offer an attractive value proposition to CSIA members small to large; fledgling to long-time established companies • Continue to evangelize to clients and suppliers the value of engaging with CSIA (Certified) members