



Brief Biography of Dr. Lisa Raenae Sproul Hoverman

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Lisa joined INCOSE in late 2013 through the recruiting tactics of Dr. Bob Kenley, to whom Lisa is forever grateful. Lisa serves as INCOSE Central's Assistant Director for Communications, one of the Empowering Women as Leaders in Systems Engineering (EWLSE) Leads, a member of the EWLSE Publications Team, *INSIGHT* Assistant Editor, and the Editor of the INCOSE Member Newsletter. Lisa is a trained biochemist, earning her PhD from the University of Pittsburgh. A life-long systems thinker, with INCOSE, Lisa found instant connection and an organization she hopes to remain actively engaged with throughout her life.

Lisa's background is that of a winning proposal/grant writer and manager, her success comes from personal experience in competing successfully for grants in biochemistry as an academic. Lisa transitioned from an academic position at Penn State in 2008 to a small business owner doing consulting in federal grant and contract capture and writing.

Lisa is dedicated to helping large and small STEM businesses pursue federal funding through systems approaches. Her company, HSMC – Healthcare, Scientific, and Medical Communications aids clients in winning federal contracts and grants – Lisa has led funding successes for clients in excess of \$2B. Lisa helps many well-known UK and US government contractors, and smaller scale businesses, successfully compete for contracts and grants with her combination of project management and systems engineering with a deep knowledge of science and IT.

Lisa is committed to advancing the role of women globally; in addition to EWLSE, she serves on 2 advisory boards that support women in STEM forming scalable businesses.

When she isn't pursuing federal funding for clients, or helping systems engineers follow style guides, Lisa spends time with her husband Jason, son Logan Henry, and 2 boxers, Rogue and Rasputin, in grand and serene West Lafayette, IN. Together they cheer on Old Purdue, or their winning hometown (Pittsburgh, PA) sports teams (Let's Go Pens!). Lisa's hobbies are risk associative, as she enjoys time doing bioinformatics with a small maize genetics company she has invested in, in the skies of the Midwest in a Piper Warrior III, or 30+ feet below the water's surface blowing bubbles, after mooring and jumping off the deck of a sailboat in the Caribbean.

Hoverman Vision Statement for Marketing and Communications Director

We are at an exciting time in the story of INCOSE and systems engineering. Systems engineering is needed in every industry as increasingly all products are complex, with aspects of complex technology a part of the product in addition to traditional function. This means that INCOSE can bring value to every industry – truly *a better world through a systems approach*.

INCOSE, as the global authority on systems engineering, has done a great job in moving systems engineering forward, however, our greatest tasks lie ahead in helping our members, industries, other practitioners, new systems engineers, organizations, and the general public understand what systems engineering is, and how to properly apply it in a rapidly evolving complex landscape. The world is moving through the third industrial revolution – the digital revolution - into the fourth industrial revolution of emerging technological advances in many fields of complex systems. The reach of this innovation will result in entirely new systems of production, management, and governance – to quote former INCOSE Presidents David Long and Alan Harding, *the challenges of today and the future, are systems challenges*. Here, now, with these far-reaching systems challenges and opportunities before us, INCOSE must commit to ways continue to lead the way globally in systems engineering and approaches.

As the thought leader in systems engineering, our INCOSE message must be strong, clear, and sensitive to the emerging markets we serve today and will serve tomorrow. We must continue to approach marketing and communication internally and externally in a coordinated and compelling manner. The strong and successful precedent set by our current Marketing and Communication Director, Ms. Rachel LeBlanc, of a unified message tied to value for money served INCOSE incredibly over the past two years, as we now have a recognizable brand, consistent across our sectors and chapters. We make better strategic decisions about where we market and communicate, and carefully consider ‘how.’ The change spread through the entire organization, to better serve the members, inform those outside INCOSE about who we are, and best, how to engage with us, especially through highlighting the incredible work our members do. We communicate better internally, and externally, on many media platforms, and our reach is growing. The time to capitalize on this momentum is now.

Building on this firm foundation we must continue to improve our communications across the organization, to show that our members serve as the source for advancing the knowledge of systems, connecting systems groups, and being the place where systems ideas, data, practice, requirements, and theory both generate and publish. We must all work to communicate as thought leaders to properly influence the future of systems engineering and we need to empower our members in this endeavour. To that end, under Rachel’s leadership we initiated plans to use professional support to keep on improving the way we communicate the value of systems approaches to the world. This support increases our ability to advocate for the unique insights and capabilities INCOSE, our systems approaches, and practitioners bring.

As a passionate member of INCOSE, and the Assistant Director for Communications, I understand how to use both volunteer and professional support to strengthen our global messaging and empower our members to aid. If elected, I commit myself to the INCOSE Marketing and Communications Director position, and to the INCOSE members, to use my skillsets in communication leadership to ensure we continue to improve as the global thought leader on systems engineering and approaches in traditional and emerging industries in a strategic manner, with the overall goal of a better world as a result of our INCOSE efforts.