



The Delaware Section of ASME and Delaware Bay Section of IEEE Cordially
invite you to

**How IoT and Industry 4.0 will Shape the Future
Presentation By**

**Ed Abrams, Enterprise IoT Leader at Samsung
and Samsung Vice President of Marketing**

Tuesday – April 4, 2017

Agenda:

- **6:00 to 6:30 – Networking and Light Dinner**
- **6:30 to 7:45 – Presentation by Ed Abrams,**
- **7:45 to 8:00 - Q&A Session & Closing Remarks**

Price: No Charge to attend. Reservations are required.

**Location: Delmarva Power Conference Center, 4100 S. Wakefield Drive, Newark,
DE, 19702**

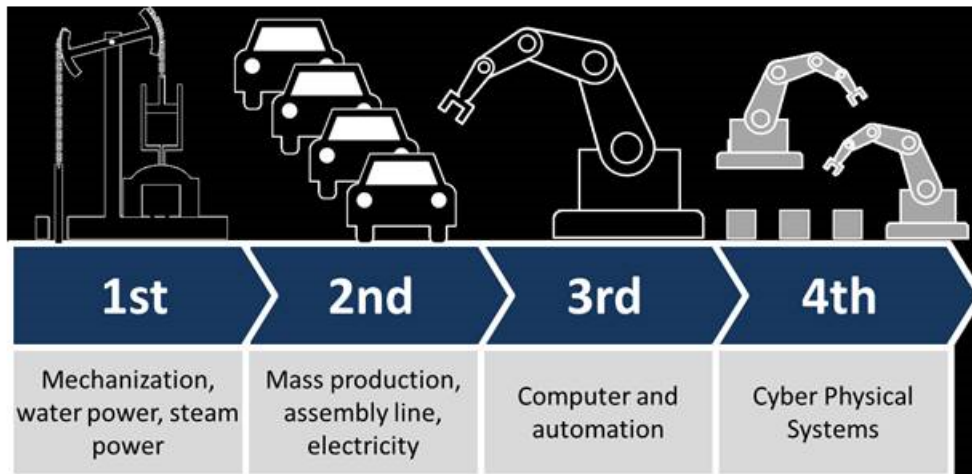
- **Light Dinner will be provided**
- **1 to 2 Professional Development Hours (PDH) depending on presentation**

Reservations:

Please RSVP to Steve Steffel at ssteffel@verizon.net, no later than **noon** on Monday April 3, 2017. Please leave your full name, affiliation, contact number & email address; and if you seek a PDH certificate. If you find you cannot attend, please call in a cancellation before the April 3 deadline.

Background:

The following are visual views of IoT and Industry 4.0:



Abstract:

Will be added later!

Speaker Bio:

Ed Abrams is the Vice President of Enterprise IoT for Samsung. In this role Ed is responsible for setting the IoT vision for the company within the B2B space, developing and delivering the go-to-market strategy and execution and for developing the needed ecosystem of Partners to effectively serve customer needs in this emerging space. Ed joined Samsung as Vice President, B2B Marketing.

Prior to joining Samsung, Ed served as the Vice President of Demand Generation for IBM's Software Middleware Group. In this role he was responsible for demand creation and go-to-

market activities in support of IBMs Middleware Solutions on a global basis. This includes the creation of a client-centric, digitally-driven, demand generation model that aligns to the key market categories of Cloud, Mobile, Big Data & Analytics and Social.

Prior to this role, Ed was the Vice President of Marketing for the IBM Midmarket business unit. In this role he was responsible for the marketing strategy and execution around the company's small and medium business efforts.

During his 18 years at IBM, Ed held many roles including Vice President of Integrated Marketing Communications for the Americas, where he was responsible for leading a diverse team that supported IBM Americas business objectives. As part of the Marketing Transformation initiative, he served as Vice President, Program Management for the Global Sales and Distribution area with responsibility for managing the Program Management process across IBM. He held a number of other roles within Marketing and Strategy in his time with IBM.


Prior to joining IBM, Ed spent 13 years in New York City in the advertising industry with firms that include Young & Rubicam, Wells Rich Greene, Bozell Worldwide and Dentsu.


Ed graduated from SUNY Buffalo in 1983 with a degree in Communications and Marketing. He lives in Norwalk, CT with his wife, Suzanne, and daughters, Abigail and Caroline.


Address and Directions:


Delmarva Power Conference Center at 4100 S. Wakefield Drive, Newark, DE, 19702


Exit I 95 at Exit 3 – Route 273 and follow these directions:

-  0.7 mi
Turn right onto Chapman Rd.

-  0.4 mi
Turn left onto N Wakefield Dr.

-  213 ft
Turn right to stay on N Wakefield Dr.

-  0.5 mi
Your destination is on the right.

-  4100 S Wakefield Dr, Newark, DE 19702