

Tom Coughlin

Petition for IEEE President Elect in 2021

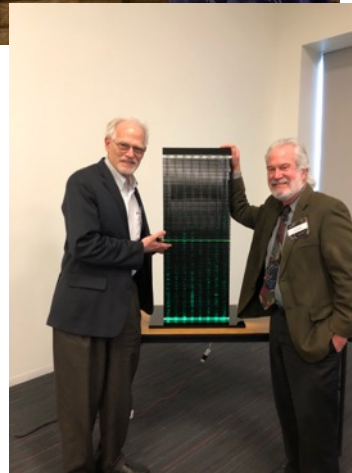
Who I am

I am originally from South Dakota and raised in the upper Midwest

I have a BS Physics and an MS and PhD in Electrical Engineering

I have an extended and diverse family in California

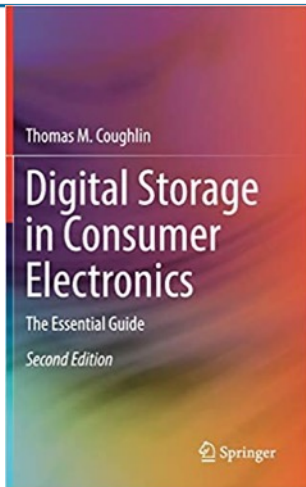
I am a consultant in digital storage and memory and also write and speak regularly on storage, memory and their applications





Flash Memory is No Longer an Understudy in Media and Entertainment

Applications for Flash Memory in M&E



Tom Coughlin
Coughlin Associates

Who I am (2)

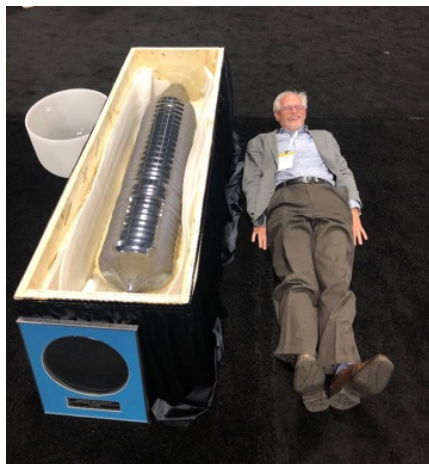
Besides IEEE, I have been active in other professional organizations including IDEMA, SNIA and SMPTE

I have been an IEEE member for 42 years, am an IEEE Fellow and also a member of HKN

Winner of 2020 MGA Leadership Award



Intel Sells Its NAND Flash Business To SK Hynix



SDC STORAGE DEVELOPER CONFERENCE
SNIA SANTA CLARA, 2017

Coughlin Associates

Memories of Tomorrow

Tom Coughlin, Coughlin Associates

&

Jim Handy, Objective Analysis



IEEE activities

I am past president of IEEE-USA,
former director of IEEE Region 6,
chair of the IEEE NIC,
past chair of the IEEE Public Visibility
Committee,
general chair, 2011 Sections Congress,
past VP for the CT Society and helped
with IEEE standards,
past chair of the Santa Clara Valley
IEEE section (the largest section in the
world) and
an active IEEE volunteer, working in
many IEEE organization units.



Flying Animals and the Art of Presentation

How do we make an impactful presentation? This is an important question, especially for young people in their 20s and 30s, who have to present professional papers, business proposals, and so on.

During the presentation, using "flying" animals, the audience had an interesting time.

If you need our help, you may be able to help us. This has been a great experience for us, and we are looking forward to future presentations.

Column: The Art of Storage

Let's Build a Holodeck!

Tom Coughlin

It takes a lot of time to create an effective presentation, and it's not always obvious how to do it. There are many ways to present, and each has its own strengths and weaknesses. Some are better suited to certain types of audiences, while others are better for more formal settings. The key is to understand your audience and tailor your presentation accordingly. This means knowing what your audience wants to see and how to present it in a way that is both engaging and informative. It's also important to practice your presentation in advance, so you can be confident and comfortable when you're in front of a live audience. Finally, remember that a presentation is a performance, and as such, it should be fun and enjoyable for both the presenter and the audience.

Greek Chapter Starts Its Life Cycle with Distinguished Lecturer Talk

The IEEE Greece Section CE Society Chapter is a new established chapter in Region 8 and has celebrated its initiation with an open lecture by Thomas Coughlin, Distinguished Lecturer, IEEE, and a distinguished lecturer of CE Society. The event took place at the premises of the Greek Chapter on Monday, 12 September 2011. The lecture was titled "Storage: From Tape to Cloud" and was attended by 15 professionals and students of the IEEE of Greece.



These members of IEEE of Greece CE Society Chapter with Thomas Coughlin, Distinguished Lecturer, IEEE, and a distinguished lecturer of CE Society.

SPECIAL THANKS TO CORALLIA AND MICHELLE
Coughlin (www.coughlin.org) is well known in Greece and Europe as an



Digital Storage and Memory Technology (Part 1)

Tom Coughlin, Roger Hoyt, and Jim Hardy
November 2012

10

IEEE Transactions on Consumer Electronics, Vol. 58, No. 1, August 2012

A Cross-Standard Metadata Formatting Structure

Scott L. Lindof, Senior Member, IEEE, Thomas Coughlin, Senior Member, IEEE

Abstract—Over the past 10 years, the amount of user-generated content has increased at phenomenal rates. However, due to a lack of common content descriptions, reliable metadata and access to this content is becoming increasingly difficult. There are many ways to describe content, but the metadata descriptions are not consistently used. This paper will present a cross-standard metadata formatting structure that will allow compatibility between standards.

With the popularity of a number of media sharing platforms, self production of content has become much simpler (through blogs, social networking, and podcasting, etc.). As a result, consumers have now found new ways of creating and distributing user-generated content, resulting in new storage products. At the same time, the production and distribution costs have declined, according to a recent report, advertising revenues are increasing year over year to a 2010 high of \$14.5B [1]. In many cases, smaller video production companies can provide a better value for money than the larger ones.

As revenues are increasing in the media space, there is also an increased amount of content in the sector and it has become critical that storage manufacturers will

IEEE activities (2)

I have written many articles, papers and other IEEE documents and am a reviewer I have helped organize many IEEE events I was a distinguished lecturer for the CT Soc.

2012

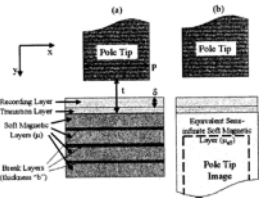
IEEE TRANSACTIONS ON MAGNETICS, VOL. 38, NO. 5, SEPTEMBER 2002

Effective Permeability and Imaging of Multilayered Soft Films for Perpendicular Recording Media

James E. Monson, Fellow, IEEE, and Thomas M. Coughlin, Senior Member, IEEE

Abstract—Thinner soft magnetic film layers show significant variation of effective permeability with wavenumber or magnetic recording density. When the magnetic material is divided between several equally thick soft layers, the effective permeability of the composite film is reduced, particularly at lower wavenumbers. At lower wavenumbers and low bulk film permeabilities, the imaging factor for soft magnetic multilayered films can be significantly reduced, making writing high coercivity media more difficult. For single pole heads, a two-dimensional analysis of writing on a perpendicular medium shows that these effects become pronounced at bulk film permeabilities less than 10. Effects on recording field gradients are much less.

Index Terms—Magnetic films, multilayers, permeability, perpendicular media, recording, soft magnetic underlayer.



I. INTRODUCTION

▲ STUFFY abstracts and metadata files are not sufficient

CAREERS POLICY INFOCUS VIEWS SUBSCRIBE JOIN IEEE IEEEUSA.ORG

BIAS AND DIVERSITY IN ENGINEERING

by Tom Coughlin 29 Jun 2012



Recent national and international protests against police violence (sparked by the death of George Floyd in Minneapolis) and non-uniform justice for black people, has highlighted problems with institutional racism. The IEEE President, President Elect and Past President made a short statement about their opposition to hatred and discrimination. IEEE is, and remains, strongly committed to diversity, equity, and inclusion and we see no place for hatred and discrimination in our community.

IEEE activities (3)

I am a frequent speaker at IEEE and other events & webinars

IEEE DigitalReality **TWITTER CHAT** **IEEE**

AI in Digital Reality: This Ain't No Foolin' Around

Wednesday, 7 October 2020 at 9am PT / 12pm ET

FEATURING:

- Tom Coughlin**
President, Coughlin Associates
IEEE Fellow
- Nicholas Napp**
Co-Founder of Xmark Labs, LLC

An IEEE Future Directions Production #IEEDRIChat

ICCE 2019

EXPERT PANEL 2: FOG/EDGE COMPUTING
Tom Coughlin (Coughlin Associates, IEEE USA)

Dr. Tom Coughlin
Rising Stars 2020 Speaker
President, Coughlin Associates
IEEE-USA President 2019

RISING STARS CONFERENCE

brilliant minds
BRIGHT FUTURES
IEEE SECTIONS CONGRESS 2017
11-13 AUGUST | SYDNEY, NEW AUSTRALIA | KC, SYDNEY

Tools for Section Chapter Meeting Recording and Distribution

Tom Coughlin
Past Director, Region 6
VP IEEE USA Professional Activities

Internet of Things (IoT)

- Applications/Devices
- Architectures (Edge, Fog, Cloud)
- Privacy
- Security
- Informed consent
- Power
- Remediation
- Government
- Standards
- Barriers to entry
- Leap frog competitive positioning
- Intellectual Property

Internet of Things (IoT)
Thomas Coughlin (Coughlin & Associates Ltd.)

Tom Coughlin
IEEE Sr Member



IEEE Technology,
DigitalTwins,
DNA Storage
and More
with
Thomas Coughlin



IEEE CES ASIA 观察室

2020 Volunteer Leadership Training Program

Dealing with Difficult People
22 September 2020

Tom Coughlin - IEEE-USA Past President, former SCV Section Chair

Consulting in California: Understanding AB 5, and Keeping Your Independence

12 November 2019

IEEE-USA **PATCA** Get the Secret Edge

Featuring a panel of 6 speakers:

- Brian Berg
- Tom Coughlin
- Russ Harrison
- Chris Schaefer, JD
- Giacomo Viscio
- Walt MacIsaac

IEEE-CNSV
Consultants' Network of Silicon Valley

IEEE activities (4)

I love meeting new people

I have been happy to travel and participate in many IEEE events over the years



Some IEEE accomplishments

I chaired a 2019 IEEE BoD membership price adhoc that informed a recent initiative to offer reduced student and YP memberships

I got IEEE-USA to fund the creation of a set of videos featuring YPs (with the CS and PES) for membership promotion in the US, these will be used for IEEE member promotion for the 2021 membership campaign

As R6 Director I gave awards to several companies in the region, conducted senior member elevations for R6 company executives and promoted a campaign for local section volunteers in R6 to call non-renewing members

As IEEE NIC chair, I aligned proposal solicitations to the IEEE 2020-2025 strategic goals

As SCV section chair and SF Bay Area Council chair I promoted and then chaired the 2011 Sections Congress in San Francisco

I have been a recommender or nominator for about 100 senior members and fellows

I nominated the Apple I and Apple II IEEE Engineering Milestones

I have nominated a winner of the IEEE Edison Award and the Ibuka Award

I have made some cool IEEE shirts that folks seem to like



What I am running for:

I would encourage diversity and inclusion in our membership, for we need new thoughts and approaches to solve the world's problems.

I want us to create surplus generating hybrid and virtual conference and networking models, to gain from our experience with Covid.

What I am running for (2):

I want to leverage the broad information sources in the IEEE to create valuable tools for the generation and application of wisdom, even while enabling the easy flow of information, because we need income to survive.



**Growing Your People:
Awards and
Recognition**

What I am running for (3):

I want the IEEE to identify what it is good at and focus on creating value from those skills, so we can make the most of who we are.



"IEEE is my competitive edge"



What I am running for (4):

I want to grow our membership by helping to make IEEE an organization that , students, technical professionals (and especially young industry professionals) desire to belong to

and by enabling greater support for local activities where most of our members engage with the IEEE, so IEEE has greater value to industry and our local members.



What I am running for (5):



I want to reach across the IEEE OUs so we may work together to present to the world an IEEE that is vital, essential, adventurous and fun, because **together, we are much more than the sum of our parts.**

Thanks for the opportunity to talk to you about why I would like to run for IEEE President-elect

Please sign my petition to let me run in 2021!

www.ieee.org/petition

