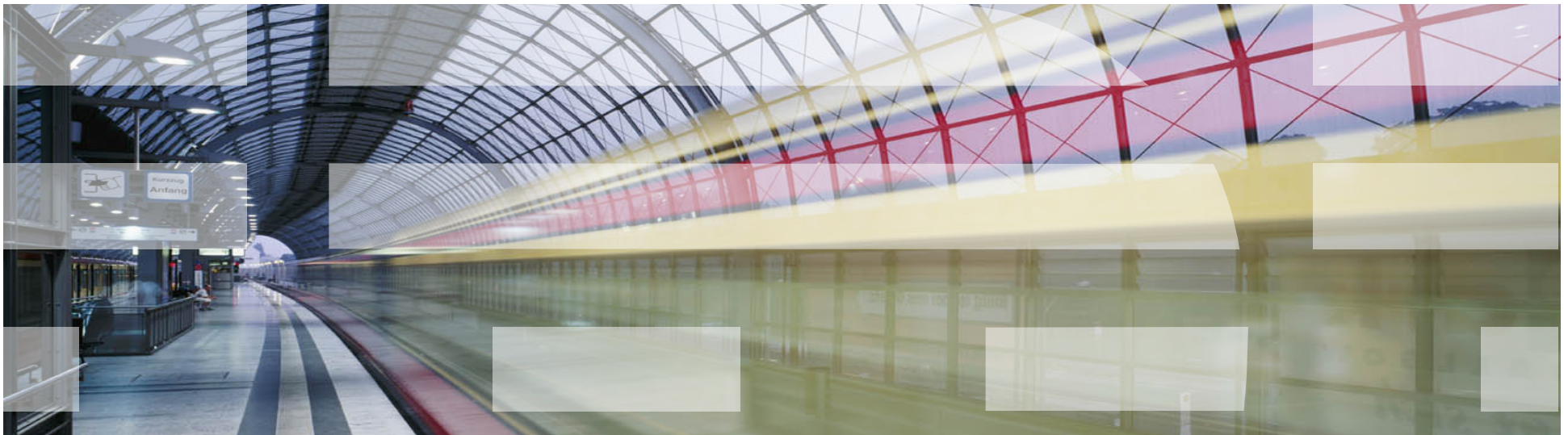


From Engineer to Senior Vice President, the Long and Winding Road...

Florence D. Hudson

Senior Vice President and Chief Innovation Officer, Internet2

SWE Conference, Nashville, TN, October 2015



Agenda

- **My Personal and Professional Journey**
- **Critical Success Factors for Work, Life and Leadership**
- **Planning your future**
- **Key Learnings**
- **Reach for the stars!**

Build Your Future...Dare to be Different, Be Yourself

*“Don’t go where the path may lead,
go instead where there is no path and leave a trail.”*

- Ralph Waldo Emerson (1803-1882)

Florence DiStefano Hudson – The Journey

▪ Education

- Elementary and secondary school in Centereach, Long Island, New York
- Princeton University, Bachelor of Science in Mechanical & Aerospace Engineering
- Executive Education: Harvard Business School and Columbia University Business School

▪ Work

- Summer college internships at Grumman Aerospace and NASA Jet Propulsion Lab, 1976-1979
- Hewlett Packard, sales support, 1980-1981
- IBM - Sales, marketing, development, channels, HR, strategy, executive, travel 20 countries, 1981-2015
- Internet2 – Senior Vice President and Chief Innovation Officer, March 2015 to present

▪ Honors and Awards

- 1976-1980 – Grumman Scholarship, Princeton Scholarship, SWE Scholarship, NASSP Scholarship
- 2004 IBM Emerging Business Opportunities Harvard Case Study
- 2007 Wise Wonderful Women of Westchester, New York
- 2008 Society of Women Engineers Upward Mobility Award
- 2011 Executive in Residence at Adelphi University School of Business, Garden City, NY
- 2012 TEDx talk “Sustainability on a Smarter Planet”
- 2014 Connected World Magazine Women of Machine to Machine (M2M)

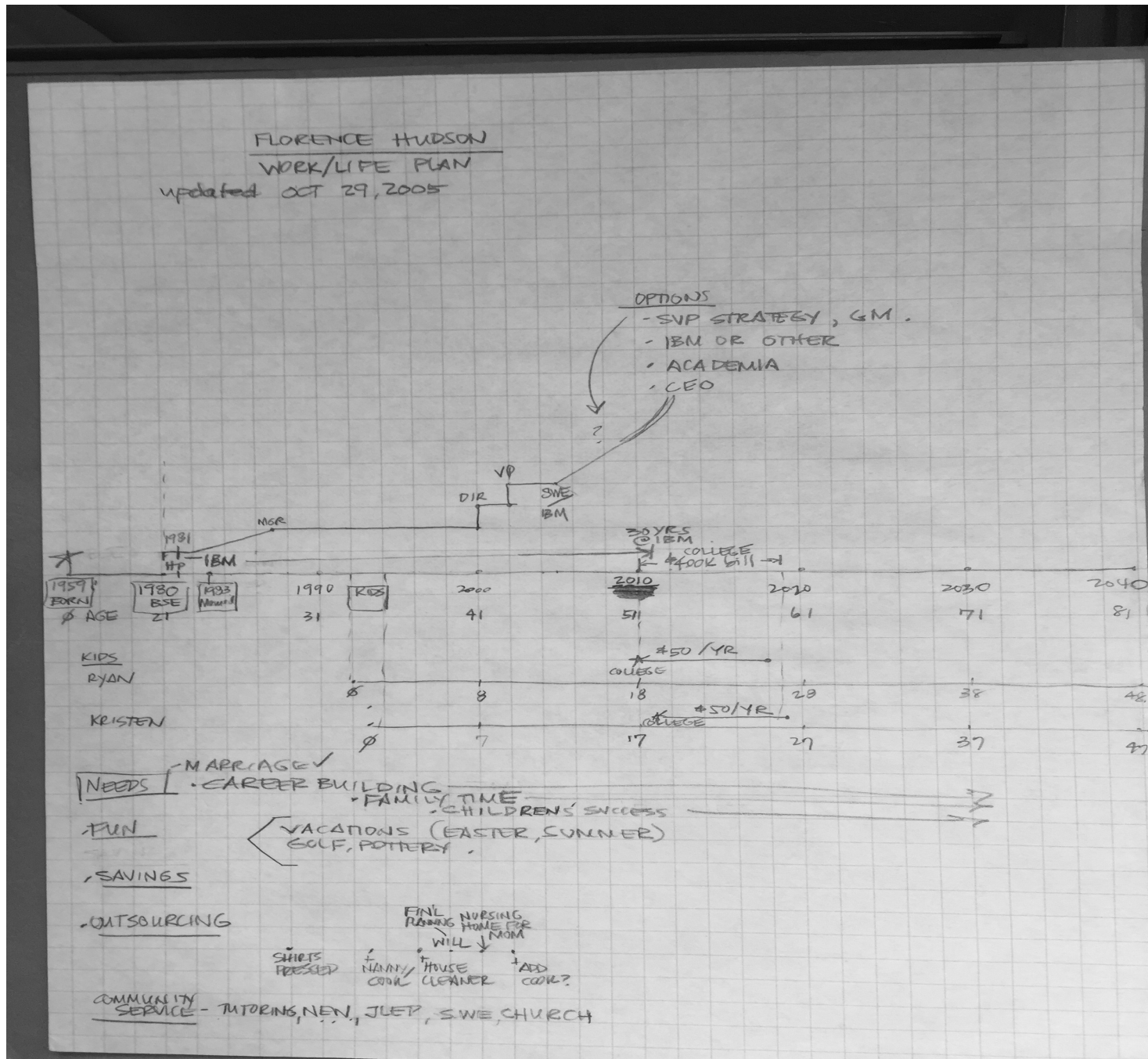
▪ Boards

- Juvenile Law Education Project – Past President of the Board, Sustaining Board Member 1990+
- SHORE - Sheltering the Homeless is Our Responsibility – Board, Vice President 2008-2011
- Society of Women Engineers, Board of Trustees - 2010-2013, Board of Directors - 2005-2006
- IEC Electronics Corporation, Board of Directors, Compensation Committee – 2012 to 2015
- Connected World Magazine – M2M / IOT Security Advisory Board – 2014 to 2015
- Princeton University - Infrastructure Master Plan Advisory Council 2015+, Class President 2010-15, Civil & Environmental Engineering Advisory Council 2012+, Technology Advisory Council, 2009+
- SHARE (Shared Access Research Ecosystem) Advisory Board – 2015 to present

Critical Success Factors for Work, Life and Leadership

- **Plan your life to achieve your purpose**
 - Determine your work and life goals and GROW into your successful future
 - Commit to excellence, find the passion to succeed
- **Believe in Yourself, especially when others don't believe in you**
 - Mantra ... "I Believe in Me"
 - After a speed bump... Be on YOUR side
 - Rather than what's wrong with me ... look at what's right with me!
- **Build your support network**
 - Mentors
 - Networking
 - Personal "cheerleaders"
- **Follow your instincts, including living your values**
- **Build your skills**
 - Technical skills - continually become an expert in your area of interest
 - Business and financial skills – for work and life
 - Communications skills – express your ideas - written, verbal, online
 - Collaboration skills - teamwork, teambuilding
 - Leadership skills

My Original Life Plan...from the beginning

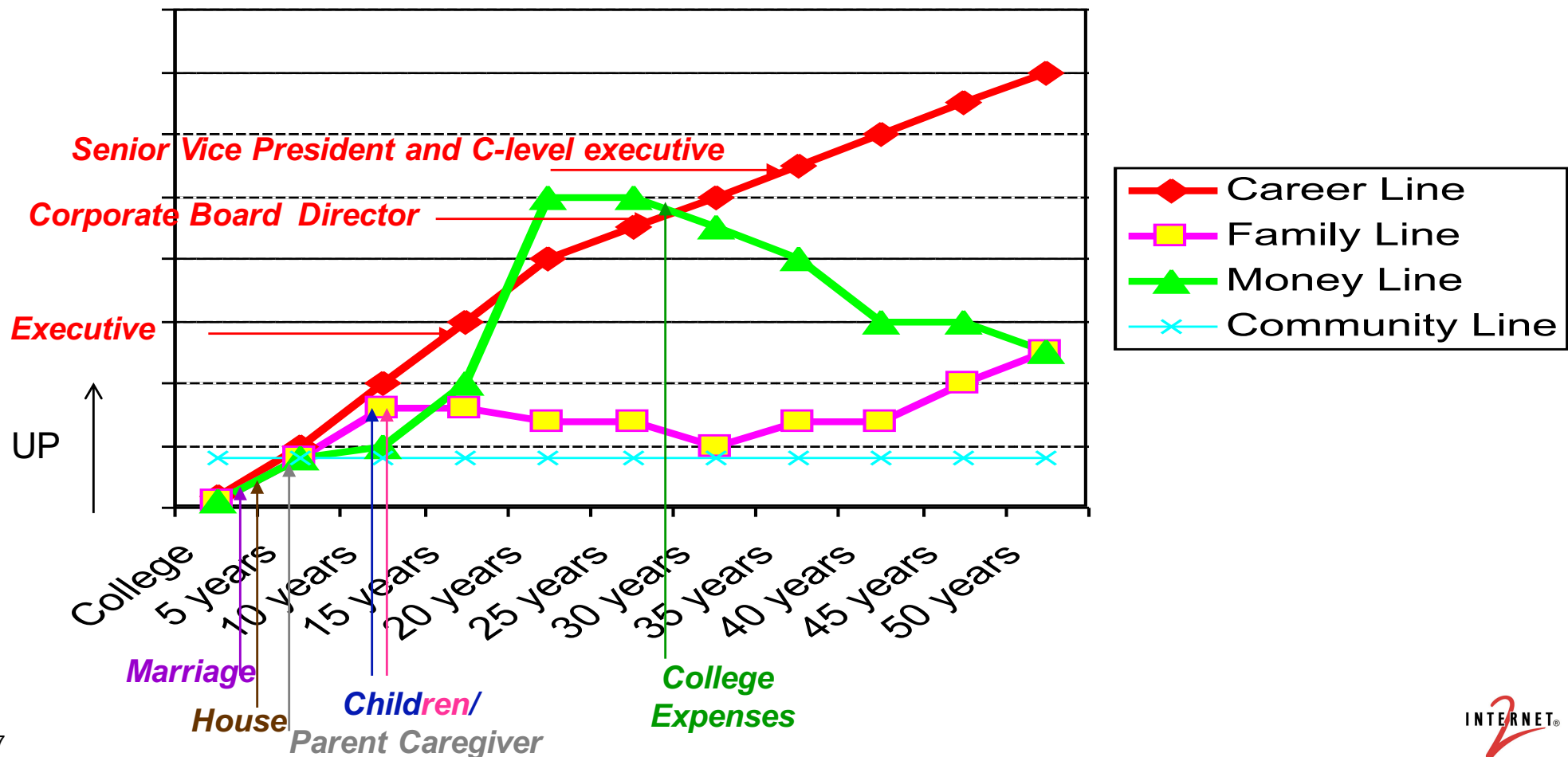


Plan your life to achieve your purpose ... Your Life Lines

Life Lines: Plan and project the general timing of your life goals

- **Work:** Career goals and milestones
- **Family:** Goals and milestones
- **Money:** Necessities and timing
- **Community:** Timing and commitments

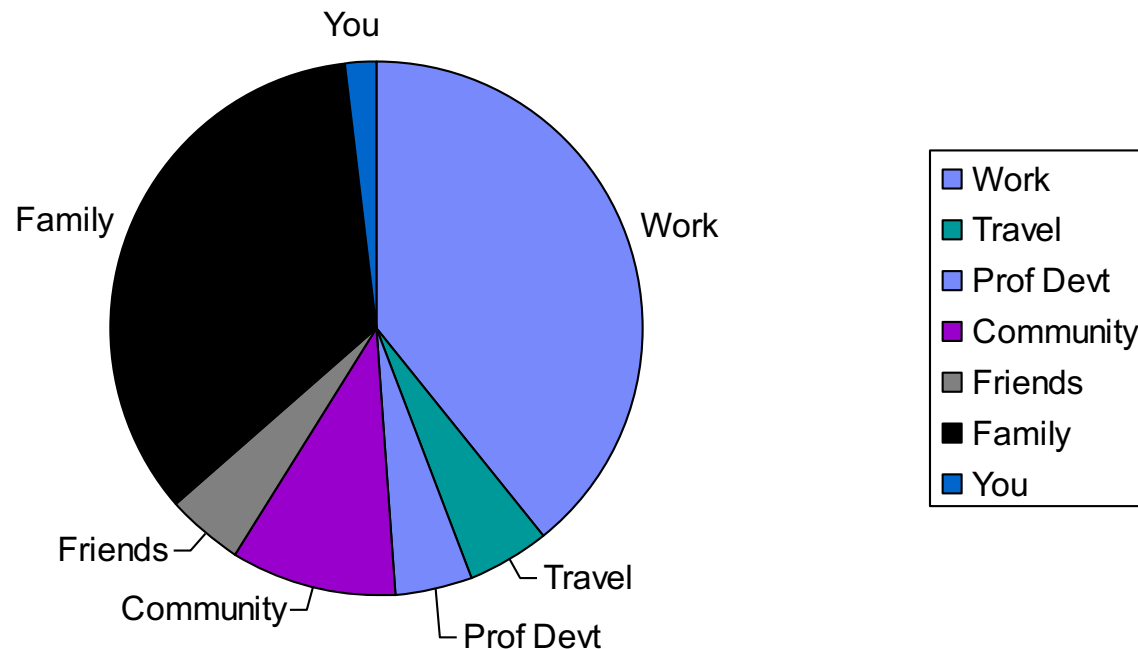
My Life Lines



Plan your life to achieve your purpose...Slicing the work/life pie for success

- What are you committed to? ... How does it show up in how you manage your time?
- Everything you do .. means you don't do something else
- How do you balance? And rebalance? Sometimes....everyday is a rebalancing act...

Work and Life Pie



GROW into your successful future

1. Goals

- Work: Role, Salary, travel, development
- Family: Time, activities, size
- Friends: Activities, time
- Community: Activities, time
- You: Priorities, health, activities, hobbies

2. Reality

4. Options

- Work: *Professional development, new position, assess promotion potential*
- Family: *Make time, plan activities, relax, enjoy, appreciate, love, have fun 😊*
- Friends: *Schedule activities, time, build and nurture friendships – old and new*
- Community: *Choose activities, increase or decrease time commitments*
- You: *Set your priorities, manage your health, exercise, diet, simplify, rest, plan activities, hobbies, peace happiness*

3. What to do

Key Learnings

- **There are many speed bumps in life...we all have them**
 - Keep rolling over your own speed bumps...until you get where you're going
 - Be kind to others, you might not be able to see their pain or speedbumps, but they exist
- **The people you think are there to support you are not always on your side**
 - Teachers/professors, bosses, family
 - Really? Really ... Don't expect it, but don't get blindsided ...
- **You can be a threat in others' minds...just by being intelligent, accomplished, yourself**
 - When you perceive it, it's there ... Build your wisdom and act appropriately
 - Find a role and place where you are respected when you are being yourself
- **Follow your instincts**
 - If it doesn't feel right, it's not ... don't be afraid to walk away
 - Sometimes the best strategy is an exit strategy...so difficult for some of us!
- **Forgive, but don't forget...**
- **Find your happy place, your comfort zone, where you can re-charge, and go there**
 - Friends, family, places, experiences
- **Never give up on your dreams...**

My happy places...where I find peace, my soul, my dreams...



My happy places...where I find peace, my soul, my dreams...



Reach for the Stars - Be a Star



A star is not something that flashes through the sky.

It stays in place and gives off a strong, steady glow.

A star always works at being a star.

Stars never take themselves for granted.

That's why they're stars.

Thank you very much !



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