



SWAN Americas Alliance Overview

Goal: To increase regional awareness of the SWAN Forum and accelerate smart water, wastewater and stormwater development from North to South America through collective global industry expertise and collaborative partnerships.

Objective: The SWAN Americas Alliance will be utility-centric, create tangible results, and be open for all regional SWAN Members from North to South America.

Methodology: SWAN Members have full access to the SWAN Americas Alliance. Member participants will select one or more individuals from their organization to collaborate and volunteer a small portion of their time. The value added from becoming active in the SWAN Americas Alliance will more than offset the time cost of participation. The Alliance is divided into four subgroups, each volunteer-led and meeting virtually every two months for regional knowledge-sharing. Each subgroup leader is responsible for coordinating subgroup communication, monitoring progress on activities, and reporting back to SWAN global.

Current Leadership:

The SWAN Americas Alliance is chaired by Gary Wong, Principal of Global Water Industry at AVEVA. The four Alliance Subgroups include:

1) Outreach: Co-led by Becca Emery, Business Development Manager (Kisters) and Aditya Ramamurthy, Director Utility Management (Kennedy Jenks)

Objectives:

- Leverage content, marketing and communication efforts to increase awareness of smart water and promote regional Alliance events
- Responsible for highlighting regional member updates and showcasing the benefits of smart water
- Produce two regional newsletters and maintain active SWAN Americas Twitter account

2) Events: Co-led by Alexander Bodulow, Mechanical Engineering Associate (LADWP) & Brendt Thompson, General Manager, US (s::can Messtechnik GmbH/Badger Meter)

Objectives:

- Coordinate, plan and manage physical/virtual regional events (webinars, workshops, etc.) to demonstrate the benefits of smart water solutions and increase regional member thought leadership
- Host three yearly webinars and one annual in-person workshop



3) Research: Led by Eric Bindler, Research Director of Digital Water (Bluefield Research)

Objectives:

- Gather and share regional best practices and case studies in smart water
- Produce an annual, strategic research output in the form of a white paper/report
- Stay on top of cutting-edge smart water trends and industry reports

4) Partnerships: Sielen Namdar, Industry Solutions Executive, Smart & Connected Communities (Cisco)

Objectives:

- Form strategic, regional partnerships with organizations that can provide valuable, complementary insights on smart water to help amplify SWAN's brand recognition and reach new members
- Collaborate with strategic partners to produce relevant content, networking and knowledge-sharing opportunities

The SWAN Forum will provide all admin assistance for the SWAN Americas Alliance.

Interested in joining the SWAN Americas Alliance?
Please contact Shirley Ben-Dak: shirley@swan-forum.com