

AGNES HÜBSCHER

Senior Director Global Strategic Marketing
Edmund Optics

Education

Masters in Business Administration with focus on Marketing, Intercultural Communication and International Management at Friedrich-Schiller-University Jena, Germany

Technical Activities/Interests

- Optics, Imaging, Optical Materials, Life Science, etc.

Services to the Technical Community

- Committee Member of “Light Alliance” initiative* (*11 main manufacturers of optical technologies out of Germany joined forces to demonstrate the important role and impact of the industry strengthening its awareness in order to attract labor, funding and recognition; 2009–2012)
- Serving board member of “Fachverband Photonik” of SPECTARIS, German Industry Association for Optics, Photonics, Analytical and Medical Technology (since September 2017)
- Chair of Advisory Committee of “IF (Information-Forum) Marketing” of SPECTARIS, German Industry Association for Optics, Photonics, Analytical and Medical Technology
- Member of Advisory Board of trade fair “OPTATEC” (since 2009)
- Active member and contributor of “Women in Photonics” networks and groups (since 2008), Featured in SPIE’s “Women in Optics” planner 2013
- Chair at various Start Up Challenges embedded in work of optical societies in Germany, Europe and the US (since 2012)

Service to SPIE

- Member of SPIE’s CEC Committee (2009–2012)
- Member of SPIE’s Nomination Committee (2018–2021)
- Chair of European Advisory Committee SPIE (2018–2021)
- Member of SPIE’s Strategic Planning Committee (since 2023)
- Member of SPIE’s Equity, Diversity & Inclusion Committee (since 2022)
- Member of SPIE’s Symposia Committee (since 2019)

Professional Honors

- SPIE Senior Member (since 08/2022)

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Election Statement

From a young age, I recognized the vast impact that optics and photonics (O&P) technology offers thanks to the strong presence of two major optical companies, SCHOTT and Zeiss, in my hometown of Jena, Germany. After studying Business Administration with a focus on intercultural communication, marketing, and international business as well as an apprenticeship with SCHOTT, I began my career in the O&P industry in 2001. In my first job, I worked as an Investor Relations Manager where I organized an initial public offering (IPO) for a life science laser provider. I then went to work for a division of SCHOTT which focused on manufacturing materials and products for the semiconductor industry. During my first 5 years at SCHOTT, I held positions in sales, marketing, communications, and investor relations before moving on to lead the Optics Division Global Marketing Team in 2007. In this role, I led all of SCHOTT's optics-related marketing activities. I learned much about the differences in markets and customers around the globe and spent much time in our various global locations, especially in the US.

In 2013 I moved on to work for Edmund Optics, a US company with an established global presence. Today, I am the Senior Director of Global Strategic Marketing. At Edmund Optics, my work focuses on identifying relevant O&P markets and products with careful consideration to global and intercultural nuances.

Since joining the O&P field, I have held various positions with global responsibilities leading to my comprehensive understanding of the impact, challenges, and opportunities facing our industry. My work portfolio includes efforts such as addressing customers in the demanding global photonics environment, preparation of IPOs, product launches around the globe, facility openings in Asia and the Americas including negotiations with local authorities, rebranding strategies, exploration of innovative tools, support for international customer groups, and managing global teams. I proactively engage with O&P societies in Europe to give the industry the recognition it deserves, and I consistently participate in and contribute to photonics societies and their committees. These various experiences have allowed me to get to know the photonics industry and its people very well, consequently building me an expansive network in the field. Throughout my career, I maintained a strong focus on leveraging my international experiences, remained keen to learn from industry's known best practices, and sought to bring in new perspectives to optimize my work and support the photonics industry with my personal contribution. I believe the depth of my global knowledge of the photonics industry and its people is a unique perspective which I can contribute to the SPIE Board of Directors.

Since first learning of SPIE just two years into the industry, they have remained a consistent partner to me through every step of my career. My first proactive engagement with SPIE began in 2008 when I joined the Corporate and Exhibitor Committee. In this role, I contributed to the development of global trade shows and events organized by SPIE. As a result of these efforts, I was featured in the "Women in Optics" planner in 2013. Over the past 10 years, I have worked as a member of SPIE's Nomination Committee, Strategic Planning Committee, Symposia Committee, Equity, Diversity, and Inclusion Committee, and chaired the European Advisory Committee. My continued involvement with SPIE's mission demonstrates my commitment to continuous improvement within our industry and motivates my desire to serve on the 2024 SPIE Board of Directors.

I am honored to be chosen as a candidate for the SPIE Board of Directors. I look forward to contributing my international outlook, intercultural empathy, global experience, marketing and communication skills, as well as my positive, growth mindset. As a board member, I intend to investigate topics from a cross-national perspective, support and strengthen the cooperation of international associations with SPIE, and optimize the benefits for industry members internationally. My intended focus areas during my term will be labor shortage, diversity, improved collaboration between research and industry, supply chain security, and an emphasis on the improved perception and recognition of photonics as an "enabling technology".

SPIE is "The international society for optics and photonics" and I want to support implementing that statement, strengthening SPIE's global footprint and recognition, as well as supporting our industry overall around the world.

Please support me to become a board member by giving me your vote, Thank You!