

## Veteran Sensors Marketing Consultant Recognised for Significant Contributions to the International Sensors Industry

**R**oger Grace, President of Roger Grace Associates, the leading marketing consultancy specialising in Sensors and MEMS, has been recognised by Sensors Expo & Conference and Sensors Magazine with its bestowing of the first ever “Sensor Industry Impact Award” during festivities at the recent 2016 Sensors Expo & Conference which took place in San Jose, California, USA. The Sensor Industry Impact Award was created to acknowledge the exceptional efforts that a sensor professional has contributed to the education and promotion of sensor technology through the world resulting in impacting the importance of sensors as true enablers of many applications. The award was presented to Roger Grace by Mat Dirjish, Executive Editor of Sensors Magazine on behalf of Questex LLC, the organisers of the Sensors Expo & Conference and publisher of Sensors Magazine. The honour was bestowed at the Sensors Kick-off Party & Engineering Excellence Awards Ceremony taking place at the Conference’s 31st annual meeting. Over 6,000 engineering professionals attended and over 300 exhibitors demonstrated their sensor and sensor-systems products and services over the course of the three-day venue.

Mat Dirjish said: “It was about time and the first time that we acknowledged the outstanding contribution of a sensor professional to educate and evangelize sensor technology and its positive impact on the creation of solutions for a broad spectrum of far-reaching applications, and who best to receive this award other than Roger Grace. Roger has worked tirelessly for the greater part of this long career successfully consulting for dozens of sensor companies and participating in Sensors Expos from the very beginning through the creating and organizing of dozens of technical sessions. He also has been a major contributor of technical articles to a host of international magazines including Sensors Magazine where he reports on the latest sensor technologies and their applications. Most noteworthy of these contributed articles are the ones addressing his MEMS Commercialization Report Card, the research of which has been reported on annually since 1998. The awards committee agreed that through all of these efforts, Roger has made a significant positive impact on the sensors industry in addition to the industries that sensors serve including medical, automotive, industrial, military/aerospace and consumer. We look forward again to bestowing this most prestigious award to deserving individuals who have made significant contributions to the sensors industry similar to what Roger has done over his long and successful career”.

Roger Grace said: “I am truly honored and gratified to receive this most prestigious and newly created award. For several decades, it has been my intent and passion to evangelize sensor technology and its enabling nature to the worldwide technology community. Sensors Expo and Sensors Magazine have provided me with an effective vehicle to do so. Sensors Expo 2016 was especially noteworthy since I was asked to develop and organize an all-day session on the topic of printed/flexible/stretchable/wearable sensors in which I brought together 15 of the world’s leading experts on this topic. Additionally, I had the pleasure to collaborate with colleagues to develop two new panel venues, both of which were truly successful: Women in Sensor Engineering (WISE) and the Future of Engineering Education. These two panels clearly demonstrate the commitment of the Sensors Expo team to serve the sensors industry. The bottom line was that my experience at Sensors Expo 2016 completely eclipsed my previous ones. I cannot thank my colleagues at Sensors Expo and Sensors Magazine enough for bestowing such a significant honor on me.”

ROGER GRACE BESTOWED  
**Sensors  
 Expo First  
 Sensor  
 Industry Impact Award**