

Credentials and Experience of George T. Willingmyre, P.E., President

1996 - Present

George T. Willingmyre, P.E. is the President and founder of GTW Associates.

GTW Associates is an International Standards and Trade Policy consultancy. GTW Associates advises companies, associations and governments on the **strategic role of standards and conformity assessment practices in competitiveness of businesses, organizations and countries** in the global marketplace. Current projects include representing US business interests to national and international organizations; recommending corporate standards strategies and tactics; interpretation of standards processes and IPR policies, assisting foreign organizations and businesses with US market access issues. Typical GTW assignments are to **advise corporations on global standards strategies and intellectual property rights considerations; expert witness testimony; survey and prepare competitive analyses of national standards and conformity assessment infrastructures; research, interpret and advise approaches to market access problems in US and global markets.**

Willingmyre lectures frequently at national and international standards and conformity assessment meetings.

1989 - 1995 **Vice President, Public Policy, American National Standards Institute**

Mr. Willingmyre served six years as **Vice President of the American National Standards Institute**. Willingmyre helped **U.S. business, professional societies, trade associations, federal agencies, and Congress promote private sector voluntary solutions to national issues and advance U.S. industrial competitiveness in global markets.** Responsibilities included **ANSI Public Policy and Government Relations, ANSI's Company, Organizational and Governmental Member Councils and national programs for Conformity Assessment accreditation and policy.** Mr. Willingmyre managed **ANSI's Public Relations, Meetings, Membership and Communications operations.** Mr. Willingmyre was the **founding secretary of the International Accreditation Forum.** During his tenure at ANSI Willingmyre built **strong relationships with key standards officials within governments, associations, standards developing organizations, conformity assessment bodies and businesses in the United States and around the world.** Willingmyre advised the ANSI Board on **domestic and international strategies, opportunities for public/private sector alliances, and international policy negotiations.** Mr. Willingmyre organized US preparations at ANSI for **standards and conformity assessment policy meetings with European and NAFTA public and private standards and conformity assessment officials.**

1978 - 1989 Vice President Technical Affairs, and Director, International Technical Affairs Health Industry Manufacturers Association (HIMA)

Built consensus on solutions to technical and trade issues in the medical technology sector. Represented members' concerns before U.S. and foreign government policy makers and international standards organizations and performed general administrative functions.

Academic and professional credentials:

The Johns Hopkins University, BSEE, Tau Beta Pi

The George Washington University, MSEE, with honors

[Registered Professional Engineer, State of Maryland](#)

Publications and Presentations

[International Standards: At the Cross Roads; Standard View Vol 5, No. 4, December 1997; Association for Computing Machinery](#)

Strategic and Tactical Standards Developments in the European Market: Threats or Opportunities? Proprietary Report for GTW client

Current Developments in US Standards and Conformity Assessment Policy, Proprietary Report for GTW client

[Insight Newsletter:](#) Occasionally published news and business interpretation of world wide standards and conformity assessment policy

[Intellectual Property Rights as a strategic consideration in the development of Standards](#), January 1999, available at <http://www.gtwassociates.com/>

Considerations in a National Approach to Laboratory Accreditation, Proprietary Report for GTW Client

Conformity Assessment in Selected Industrial Sectors: Relationship among Laws, Regulations and Products by Type of Conformity Assessment; Proprietary report for GTW client

[Potential for International Co-operation and Reduction of Trade Barriers arising from Technical Requirements and Conformity Assessment procedures in the Telecommunications Sector](#) Completed for OECD Trade Committee

[Doing business in the United States of America Facilitating conformity assessment Guide to the mutual recognition agreement between the European Community and the United States of America March 2001](#) Completed for the European Commission and Presentation at the BEAMA [Mutual Recognition Agreements Conference The MRAS associated with the VL, EMC & R&TTE Directives July 2, 2001](#)

Value of Management Systems Certification presented at the [10th International Conference of Standards Users World Trade and Standardization September 28, 2001 Berlin](#)

[WTO/OECD Studies of Standards-Related Barriers in Telecommunications Equipment Trade" presented at the U.S.-CHINA Roundtable on IT/TELECOM EQUIPMENT STANDARDS, TESTING, AND CERTIFICATION, Beijing August 14, 2001](#)

Legal and Marketplace Incentives for Suppliers Declaration of Conformity, April, 2000

Legislative and Regulatory Underpinnings of US Standards Activities, April 2000

[National Cooperative Research and Production Act and Antitrust law applicable to US standards setting](#)