

Vice President of Standards Development

Organization: ATSC: The Broadcast Standards Association

Location: Remote/home office (ATSC is headquartered in Washington, DC)

Reports to: President, ATSC

Travel: Approximately 20%

About ATSC

ATSC is an international, non-profit organization developing voluntary standards for digital television broadcasting. Our mission is to advance broadcast technology through industry-driven standards that promote innovation, efficiency, and interoperability.

Position Overview

The Vice President of Standards Development will lead ATSC's technical and strategic efforts in evolving and deploying ATSC standards globally. This role requires deep technical expertise, strategic vision, and leadership in the international broadcasting and standards communities. The VP will oversee standards development processes, guide industry adoption, and foster relationships with global stakeholders to ensure ATSC remains at the forefront of next-generation broadcast technology.

Key Responsibilities

Industry Leadership & Strategy Execution

In collaboration with the President and Board of Directors, the Vice President of Standards Development will serve a key role in the following:

- Develop strategies and key performance indicators (KPIs) for expanding ATSC standards deployment.
 - Oversee and participate in execution, track KPIs, and adjust strategies as needed.
 - Develop and oversee educational programs for countries adopting ATSC standards.
- Participate in ATSC's overall strategic development, with a focus on the technical roadmap.
 - Provide guidance to the **Board of Directors and the Business Advisory Council (BAC)** supporting their strategic decision-making.
 - Stay ahead of industry trends, emerging technologies, and global broadcast developments.
- Envision and recommend improvements in the processes of ATSC **Technology Groups and Specialist Groups** processes, leveraging AI and emerging tools for document management, meeting records, and workflow efficiency.
- Manage ATSC's participation in international organizations, including **ITU, TSDSI, and CITELE**, attending key meetings when required.

- Represent the organization when the President is unable to participate.

Standards Development

- Monitor and manage challenges related to **standards fragmentation** across different global regions.
- Support **Technology Groups, Specialist Groups, and Ad Hoc Groups** through agenda setting, attendance tracking, and parliamentary procedures.
- Attend these group meetings as a parliamentarian and ATSC staff representative.
- Oversee formatting, posting, and balloting of technical documents.

Stakeholder Engagement & Industry Outreach

- Serve as an accomplished industry event speaker, representing ATSC at major global conferences.
- Assist the President and Communications team in strengthening relationships with key members and recruiting new members.
- Maintain liaison relationships with other **Standards Development Organizations** to align industry efforts and minimize standards fragmentation across different regional deployments.

Qualifications

Education & Experience

- Bachelor's or Master's degree in **Electrical Engineering, Computer Science, Telecommunications, or a related field**.
- **10+ years of experience** in the broadcasting, consumer technology, media, or telecommunications industry, with a focus on **standards development** and **international technical collaboration**.
- Proven experience in leading industry-wide technical initiatives and standards processes.

Technical & Strategic Expertise

- **Deep knowledge of the international broadcast, telecom, and consumer electronics industries**, including historical developments, current trends, and future technologies.
- Expertise in **digital television standards and broadcasting technologies**, with familiarity in ATSC standards (ATSC 1.0, ATSC 3.0).
- Strong understanding of **standards development processes**, such as those followed in ATSC, ITU, TSDSI, CTA, SMPTE or similar organizations.

Skills & Leadership Qualities

- **Strategic Vision** – Ability to shape ATSC's global adoption strategy and execute impactful initiatives.
- **Industry Leadership** – Recognized expert and speaker at major industry events.

- **Project Management** – Ability to oversee multiple initiatives, including technical document development and global coordination.
- **Relationship Building** – Experience working with government agencies, broadcasters, technology vendors, and international regulatory bodies.
- **Technological Curiosity** – Interest in AI, automation, and new tools for managing standards processes.

Application Process

Interested candidates should submit a resume and cover letter outlining their qualifications and vision for ATSC standards development. Applications should be sent to mnoland@atsc.org by **May 5, 2025**.

ATSC is an equal opportunity employer and welcomes diverse candidates.