

ACCURIS

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Heroes

OF STANDARDS AND CODES



EXCLUSIVE

INTERVIEW WITH
THE SENIOR
DIRECTOR OF
TECHNOLOGY &
STANDARDS

CTA

GET TO KNOW HER
KERRI HARESIGN

CONSENSUS CONDUCTOR BY DAY
BASEBALL JUNKIE BY NIGHT



**“INTEGRITY
matters”**

TAKE A PEEK INTO THE LIFE OF A CONSUMER TECHNOLOGY LEADER AND HOW SHE HELPS SHAPE CONSENSUS IN THE HIGH-STAKES WORLD OF GLOBAL INNOVATION.

MEET **KERRI HARESIGN**

KERRI HARESIGN, SENIOR DIRECTOR OF TECHNOLOGY & STANDARDS, IS AN INDUSTRY CORNERSTONE WHOSE PATH BEGAN AS AN ACCIDENTAL ENTRY INTO STANDARDS DEVELOPMENT WHILE EN ROUTE TO LAW SCHOOL.

Most people experience CES® as a whirlwind of futuristic prototypes and high-tech spectacle. But for Kerri Haresign, Senior Director of Technology & Standards at the Consumer Technology Association (CTA)®, the real magic happens when those "cool prototypes" become the reliable products in your home. With a career spanning nearly two decades, Kerri has evolved from managing the "how" of the process to strategically leading high-stakes committees in Artificial Intelligence and Health-Tech.

As the current President of SES (The Society for Standardization Professionals), Kerri is a leading voice in the industry, dedicated to the "silent impact" of standardization. From the accuracy of your step counter to the life-changing accessibility of OTC hearing aids, Kerri's work ensures that innovation is not just fast, but trusted and effective.

“The integrity of the process matters just as much as the outcome.”

You began your journey in knowledge management and administration. How did those early days of managing the "how" of the process prepare you to lead the "what" of technology today?

Answer: “Funny enough, even the interview for my first job in standards started with a process topic. My soon-to-be boss was explaining the ANSI five-year review process; wanting to sound smart, I jumped in and asked if standards could be reviewed more frequently than five years. He told me I had just asked a smart question, and I was hired. More seriously, it has been very helpful to understand all parts of the

process. Knowing which levers to pull and where you can streamline aspects are key to timely standards development.”

What was the initial experience that convinced you to move from the administrative side of standards into the strategic management of high-stakes committees like AI and Health-Tech?

Answer: “I really started to fall in love with what I call the business development side of standards. I enjoyed working with our member companies and my colleagues at CTA to not just develop standards, but to identify what came next.”

DESIGN OR DIVINE INTERVENTION

DESIGN OR DIVINE INTERVENTION? TELL US THE STORY OF HOW YOU LANDED IN THE STANDARDS PROFESSION.

Answer: “Pure accident landed me in a standards development organization. I had no plan to stay for long, as I was destined for law school, but something happened along the way, and I really fell in love with it. It will be 20 years this November, which is crazy.”

LEADING THE GLOBAL STAGE FOR INNOVATION

A DEEP DIVE INTO THE DAILY FUNCTION AND MANAGEMENT OF THE STANDARDS CREATION PROCESS.

FEATURE

How do you describe the vital role standards play in transforming a "cool prototype" seen at CES into a reliable product in a consumer's home?

Answer: "I am very well known for the phrase "standardization for innovation." Standards set industry baselines that allow companies to grow and innovate beyond them. Take OTC Hearing Aids: today it is a market of over 500 million and growing, but it didn't exist until 2022. Standards helped create this market by setting the industry's best practices needed to ensure the technology is safe and effective."

You manage a CTO-level group bridging business and technology. What is the most important lesson you've learned about navigating the intersection of corporate strategy and technical rigor?

Answer: "The balancing act of finding the right time to look to standardize technology. There is a very delicate balance of when it is too early and when it might be too late. CTA's Technology Council helps us through that process."

I'd like to tell you that we always find the perfect balance, but that is part of the learning curve."

If you had to choose a metaphor for your role - The Translator, The Navigator, or The Bridge Builder - which fits best and why?

Answer: "I honestly think most days I touch on all three of these roles. One of the more interesting things about CTA's standards program is that we cover everything from traditional tech like audio and video to emerging areas like AI and digital health. Depending on the topic, the group has different needs that require me to wear each of these hats."

Walk us through your core responsibilities. How do you balance the needs of committees as diverse as "Video Systems" and "Sleep Monitoring"?

Answer: "My core responsibilities involve the oversight, management, and growth of CTA's North American standards program. We have about 150 standards in our portfolio, and each group has its own personality."

One of my favorite - and admittedly most challenging aspect is - that no two days are the same in my job."

How do you ensure that administrative rigor never stifles the speed of technical innovation?

Answer: "This is a tough challenge because the tech world is all about fast results. We work with our committees to ensure they understand where we can speed up and where procedural rigor is necessary. Last year, we started an AI in Healthcare Standard in March and published it by September 10th. I am proud of this, but it is important that process rigor remains because it is a key differentiation factor for us."



THE HUMAN SIDE OF CONSENSUS



THE SILENT IMPACT AND SOCIETAL VALUE OF STANDARDIZED CONSUMER TECHNOLOGY.

In your role, what is the one task you consider most critical to maintaining the integrity of the consensus-driven process?

Answer: “Ensuring that everyone is heard. Whether it involves big or small companies or personalities, allowing everyone a voice is critical. This might mean working offline versus in a meeting to get that perspective.”

What three words best describe the skill set you need to successfully manage a group of brilliant, but diverse, volunteer experts and keep the process moving?

Answer: “Patience, persistence, and being thick-skinned.”

What is one "intangible" skill every great standards leader needs - something you won't find in a job description?

Answer: “Knowing when to call the “cookie break.””

Sometimes in the heat of a debate, getting people to step away for some sugar or caffeine makes them a lot more agreeable when they return.”

What is the most rewarding aspect of collaborating with a diverse group of stakeholders, from global tech giants to specialized health startups?

Answer: “Seeing them work together to tackle a problem. When I talk to smaller companies about why they should spend their limited time getting involved, I highlight the ability to learn from the lessons of bigger companies.”

Is there a specific "on the road" memory - perhaps from a CES show floor or a breakthrough committee meeting - that still makes you smile?

Answer: "At CES 2025, I had the unique opportunity to join Stevie Wonder for a show tour. My colleagues and I spent the entire afternoon with him, including a memorable lunch where he was singing while testing new custom earbuds from a startup in Eureka Park. I have also attended standards meetings on the Sony Pictures lot and had the chance to moderate a panel at Harvard."

LEGACY AND THE NEXT GENERATION



You chose to take on the Presidency of SES on top of your daily role at CTA. What is the legacy or impact you hope to leave through your leadership in the broader standards community?

Answer: "I have been very lucky throughout my career that people have given me learning opportunities. When I first attended an SES conference in 2010, I knew it was a place where I wanted to spend time and one day become president. I am proud of achieving this and hope that others look to my leadership as an inspiration to bring others along to future opportunities."

If you had to explain the goal of your efforts to a high school student interested in tech, how would you describe the ultimate impact of your work on their daily life?

Answer: "Closed captioning is my pitch. While it is accessible technology, it is used for so many other purposes that people easily understand it. It is a great example because it doesn't matter what brand of TV you have or what you are watching; closed captioning looks the same."

If you could fast-forward five years, which area you manage - Robotics, Ultra HD, or Consumer Wellness - do you think will be most transformed by the standards being written today?

Answer: "I think the one we are living with today is AI. This is particularly true in a deregulatory environment where the government looks to industry standards to provide necessary frameworks. Looking forward, I think robotics is going to be an interesting category. Physical AI was everywhere at CES 2026; I am excited to see how standards help shape this category, while also looking forward to the robotics that will someday hopefully help keep my house clean."

What is one thing you wish the broader public understood better about the complexity of the consumer electronics they use every day?

Answer: "I am really excited about the opportunities of leveraging consumer technology sensors for health purposes. Think about a senior living alone who might watch TV all day; the first sensor that will know if they moved is the one on the TV. There are challenges to resolve regarding

privacy, security, and data interoperability, but this is impactful."

Why is standards work essential for the professional development of young or emerging subject matter experts?

Answer: "Standards work teaches so many skills outside of the technical realm. You learn problem-solving, communication, conflict resolution, and relationship building."

If you could go back to your first day in the industry and give yourself one piece of advice, what would it be?

Answer: "Ask a lot of questions and advocate for yourself. Even today, I always ask "why" or for the rationale behind something; it helps you learn more angles of an issue. I have had great bosses, but I have learned that you are your own best advocate. It is okay to speak up and ask what is needed to support your own professional growth."

BEYOND THE BALLOT

CAREER EVOLUTION, THE POWER OF
ADVOCACY, AND THE OFF-THE-CLOCK
PASSIONS OF A TECHNOLOGY
STANDARDS LEADER.

Managing AI, health tech, and SES-level logistics is intense. When you finally step away, how do you "unplug"?

Answer: "It is a well-known fact that I am a baseball junkie. You can find me at about 20 games per year in DC, and a few on the road when my travels support it; otherwise, it is on the TV at home. Outside of baseball, I am often on a long walk with our nearly three-year-old beagle, Griff."

If your committee was meeting at your house, what food would you serve to represent a successful, consensus-driven group?

Answer: "Too much food! Food is my love language. The menu is very seasonal, but my favorite fancy meal to host is homemade ricotta gnocchi. Don't let my red hair fool you; I cook like an Italian."

Does your standards work (finding common ground) ever show up in your personal life?

Answer: "I come from a family of planners, so my standards work doesn't really show up as being a "mediator," but I am a little "extra" when it comes to routine. Laundry days are always Sunday and Wednesday, and my whole week is thrown off if I can't accomplish that."

RAPID FIRE Q'S WITH KERRI

Last great book? I loved Cork Dork. It's a look at a writer working to become a Sommelier.

Go-to coffee order? Iced almond milk latte. Always iced, even when it is cold.

Instantly master a new instrument? I've always thought it would be fun and stress-reducing to play the drums.

Advice you initially ignored? The only person you can control is yourself.

Email at 6 AM or task at Midnight? Neither. I try to get everything done in "normal" time.

Common task you struggle with? Prioritizing to-do lists.

Small daily ritual? Dog walks.

Travel bucket list? Italy

Your "superpower" outside of the office? Probably the same as in the office: I love organization.

Presented by:

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the most trusted intelligence platform for engineers

*Accuris is proud to champion the efforts of every individual who dedicates their expertise and time to the standards community. Our **SDO Hero Campaign** is dedicated to recognizing the profound societal value of consensus-driven standards - the essential foundation for a safer, smarter, and more sustainable world. We believe the true strength of this industry lies not just in the documents themselves, but in the **human commitment** of the staff and volunteers who create them. By spotlighting their stories, we aim to elevate the dignity of standards work, boost involvement by demystifying the process for future engineers, and reinforce the professional prestige associated with this vital craft.*

Accuris thanks the heroes of yesterday, today, and tomorrow for their unwavering dedication to integrity and innovation.

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