

**College of Engineering and Applied Sciences
Western Michigan University
Custer Workplace Interiors Lecture Series**

Date: Thursday, March 29, 2007

Time: 4:00 p.m.

CEAS Building—Room D109

Software Career Coaching

How not to end up the 21st century equivalent of an assembly line worker

by Mr. Rod Smith, IBM

Abstract

A career in software engineering is entering a period of significant reshaping. It's no longer *good enough* to be skilled in the fundamentals (Java, J2EE, web services, .net, etc.) to be successful. The consumerization of technology & Web 2.0 - coupled with the growing business practice of offshoring is causing fundamental shifts in business expectations for the next generation of software engineers.

In this session, I'll attempt to provide a perspective on how IBM's technical career path has evolved, the implications of the open source & web 2.0, and the lessons I've learned – to hopefully shape your thinking on the portfolio of skills that will enable a challenging and prosperous career.



Mr. Rod Smith is an IBM Fellow and Vice President of Emerging Internet Technologies, Software Group. He is a recognized technical leader, both within IBM's software business, as well as across the industry. His team's technological innovations and cross-industry collaborations have enabled the rapid adoption of technologies such as Web services, XML, Linux®, Java and most recently, Ajax & Do-it-yourself application platforms