

Profile of
Alfonso E. Gutierrez
Director, UW Radio-Frequency Identification (RFID) Lab
Director, Research and Education, UW E-Business Consortium
UW-Madison
2011 Regents Academic Staff Excellence Award Recipient

Background and Experience (Selected)

- Joined UW-Madison in 2001.
- M.S. in Business – Quantitative Analysis Quality Management, UW-Madison.
- B.S. in Systems Engineering, Universidad Industrial de Santander, Colombia.
- Active in facilitating knowledge and technology transfer to industry through the research and activities of the UW RFID Lab.
- For the past nine years, has provided leadership and critical research support for several innovative multidisciplinary university-industry partnerships, placing the College of Engineering and UW-Madison in the international spotlight; RFID and other emerging information technologies have applications in various industries, including manufacturing, retail, healthcare, transportation, and distribution.
- Has offered personal mentoring and tutelage to dozens of students, ranging from high school to PhD students, enhancing their career-readiness and self-confidence.

Professional Development and Recognitions

- Invited speaker for two consecutive years at the annual meeting of the American Association of Blood Banks (AABB), the international organization for blood transfusion professionals; his session received one of the highest ratings from attendees.
- Elected as a member of the prestigious Automatic Identification and Data Capture (AIDC) 100, an international organization of AIDC professionals who have significantly contributed to the growth and advancement of the industry; AIDC 100 membership is limited to only 100 active members across the world (2010).
- Awarded a Certificate of Commendation from Governor Jim Doyle in recognition of his role as an innovator and for his contributions toward expanding innovation in Wisconsin and growing the state's economy (2006).
- Led the RFID in Blood Products Supply Chain Project and the Healthcare Collaborative in RFID – Mobile Asset Tracking Project.
- Received the Keith Otto Best Publication Award (2006) for an article published in *InTech*.
- Co-author of numerous technical publications, reports, articles, and journal papers.

In Alfonso Gutierrez's own words:

- “I am very passionate about the Wisconsin Idea and industry outreach. In my role as Director for Research and Education of the UW E-Business Consortium (that comprises nearly 70 leading Wisconsin companies), I have helped develop and implement a variety of offerings (such as industry peer groups and work groups) that enable collaborative learning among the consortium members and sharing of best practices. Through these offerings, consortium member companies have been able to stay abreast with emerging technologies and business practices, and also tap into the collective experience and wisdom of the group. These activities of the consortium have helped the companies make informed decisions and gain competitive advantage.”

In the words of colleagues:

- “I cannot think of a research collaborator with better interpersonal, teaching, and leadership skills. Under his leadership of the University of Wisconsin Electronic Business Consortium RFID Interest Group, he has brought together many of Wisconsin’s leading businesses and enabled a hype-free realistic information exchange on RFID technology and its implementation; where it has real business value in operations and where it is not appropriate to use. He has attracted not only speakers from around the world, but also attracted new collaborations between industry and the UW RFID Laboratory.”

Clive P. Hohberger, former Chief Technology Officer, Zebra Corporation

- “Alfonso consistently exceeds the expectations of his position with quality results and consistently demonstrates abilities to work positively and effectively with others. He is innovative both in approach and method which has resulted in breakthrough successes in work that has never been done before. His contributions to the work of our Consortium are having impact locally, nationally, and internationally as we lead this effort on behalf of the transfusion community at large.”

Rodeina Davis, Vice President and Chief Information Officer, BloodCenter of Wisconsin