

# SME Announces Several Strategic Changes

SME

DEARBORN, Mich., June 4, 2013 – [SME](#) [1], one of the manufacturing industry's most prolific and trusted sources of knowledge and information, has announced several strategic changes to unify the organization and provide greater value to stakeholders across manufacturing.

As the result of a multiyear, research-led brand development process, SME has redefined itself for the 21st century based on the value it provides to its numerous audiences and the central role it plays in the advancement of manufacturing. SME is integrating its strategic areas — events, publishing, membership, Tooling U-SME online training division and the SME Education Foundation — around an evolved mission to inspire, prepare and support its stakeholders in the advancement of manufacturing. The evolution reflects research findings that revealed the myriad ways that SME serves professionals throughout manufacturing with its many brands, solutions and products.

“SME is focused on serving manufacturing enterprises, employees and education. It is our manufacturing engineering roots, experience and expertise that uniquely qualifies us to do this,” stated SME President Dennis Bray, PhD, FSME.

An evolution to SME's name, tagline and identity accompany the new brand positioning. SME announced that it will refer to itself by its monogram rather than its full legal name, the Society of Manufacturing Engineers, as a reflection of its growth and expanded reach over the past several decades. SME is promoting its inclusive, future-focused mindset with the new tagline, “Making the future. Together.<sup>SM</sup>”

SME's new logo features two interacting shapes that represent technological achievement and its positive impact on society. The logo also pays homage to the history of SME with a subtle reference to the previous logo, which is contained in the white or “negative” space between the two “arcs of progress.” The new brand identity made its debut recently at SME's Annual Conference in Baltimore on June 3.

“The evolution of our brand signifies a momentous point in our history,” said Mark Tomlinson, CMfgE, EMCP, SME executive director/CEO. “Our audiences see us as a credible authority, an inclusive community and a provider of solutions that is moving the manufacturing industry forward. We needed our brand to express those vital ideas as we move boldly into a bright future.”

SME is rolling out its new brand throughout the remainder of the year at its tradeshow, conferences and other events, advertising in trade publications, a new website and marketing materials.

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*As an unbiased, 501(c)3 organization with an 81-year history of accumulating, validating and sharing manufacturing knowledge, [SME](#) [1] is an essential resource for manufacturing stakeholders. Those who engage with SME discover a vibrant, multifaceted community where connections, collaboration and camaraderie thrive. Through its integrated strategic areas — events, publishing, membership, Tooling U-SME online training division and the SME Education Foundation — SME acts as “the solutionists” to help manufacturing stakeholders overcome their challenges with innovative, practical solutions. SME is “Making the future. Together.”*

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[1] <http://www.sme.org/>