

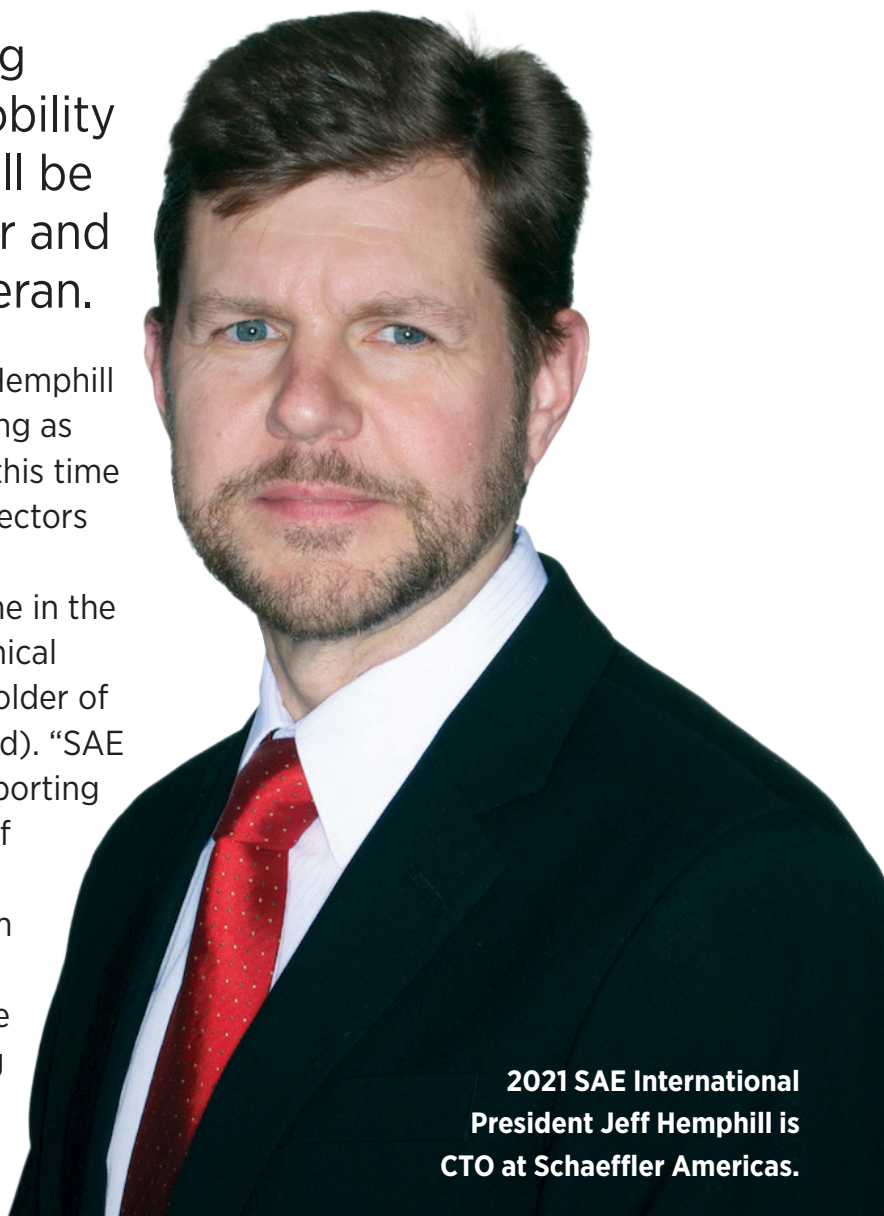
INTRODUCING

2021 SAE International President Jeff Hemphill

Protecting and advancing SAE's 'key role' in the mobility innovation ecosystem will be a priority for the inventor and automotive industry veteran.

A "tremendous honor" is how Jeff Hemphill describes his sentiment about serving as SAE International President during this time of rapid innovation in the mobility sectors that the organization serves.

"This is really a transformative time in the industry," said Hemphill, Chief Technical Officer of Schaeffler America and holder of more than 70 patents (filed or issued). "SAE has an important role to play in supporting the innovation ecosystem. It's one of those organizations that really supports an industrywide ecosystem through everything from getting people together to network over the challenges we're facing to providing a massive technical library of papers and training courses that



2021 SAE International President Jeff Hemphill is CTO at Schaeffler Americas.



On the autocross course in his '67 MG.

really prepare people to come up with new ideas. And then turning those ideas into standards so they can be proliferated throughout an industry seamlessly. That's a pretty huge mission and of critical importance as we go into things such as electrification, autonomous vehicles, and cybersecurity. So it's a tremendous honor for me to serve as SAE President. It should be an exciting year, and I'm looking forward to it."

A frequent speaker at SAE conferences, Hemphill has been an SAE Member for almost 23 years.

"SAE has been important to me since the beginning of my career," he told *Update*. "I've attended trainings, I've

worked on standards committees—even going all the way back to manual clutch development. When I started my career, you could actually buy a vehicle with a manual transmission! Then I moved on to speaking at conferences. SAE has been a constant presence throughout my career."

Elaborating on innovation, Hemphill said: "It's not just hearing about a problem at a conference. It's not just reading about what's been researched in the past in a technical paper or taking a class on that topic. It's not just publishing a standard for some new technology. It's all of those things in one. I want to reinforce that idea to the 'classical industry,' and hope to reach some of the newer players that are maybe

thinking only about disrupting the industry and maybe not so much thinking they might need a standard to help standardize those disruptions at some point.”

“In other words,” he continued, “to keep the flywheel spinning. They say that the power of an organization comes from everyone pushing the flywheel in one direction. I hope to give it an extra push because SAE already has done a great job positioning itself to support this mission in all the mobility industries.”

Another goal of Hemphill’s is “try to convince additional players in all our sectors to participate and share their knowledge, to take advantage of that ecosystem.”

Fostering discussion among the on-road, off-road, and aerospace industries to share in innovation is another Hemphill goal—mainly around the areas of electrification, autonomy, and cybersecurity.

“We can really bring together the lessons learned and knowledge from those different fields,” he said. “There’s already activity under way to do that in a variety of forums through SAE. A specific example would be urban air and ground transportation. There are a lot of concepts for electric air taxis, but the innovative part is that some of them plug into vehicles that roll around on wheels after they get to their destination. That’s a pretty interesting example of different modes of transportation and goods delivery starting to merge and cross over. The questions is,



Hemphill is a frequent speaker at SAE events.

how do you bring together that whole innovation ecosystem to support such an effort?”

It was about 15 years ago at a WCX conference when, Hemphill said, he was struck by how effectively SAE brings many learning and networking opportunities together.

“I can’t think of another organization enables you to participate in so many ways,” he said.

Breadth of experience is an important attribute Hemphill will rely on during his one-year SAE presidency.

“I’m fortunate that my day job is with a company that’s active in all of our sectors, so I have a familiarity with both state-of-the-art technologies that are being developed and what the trends are—because it’s my day job to keep my employer informed about those things. So I think that’s a nice match. And communicating those issues, or telling those stories, is a strength I’ve worked to develop over the years. So I hope that will help me be a good ambassador for SAE.”

The CTO at Schaeffler Americas is pretty much responsible for the research function, Hemphill said. “I keep track of the trends that are



SAE notation on his MG.

affecting our business and our different divisions and make sure we have a coordinated R&D reaction from the trends we see in our different sectors.”

Though he holds an executive position, Hemphill sometimes still exercises his engineering chops. “I’m more or less directly involved with some of the newer developments,” he said. “I still have a CAD license in our system. I periodically do some concept drawing and am able to get involved in testing some of our new ideas and trying them out in vehicles. So it keeps me a little hands-on.”

He also likes to keep a grip on the steering wheel of his ‘67 MG. The amateur auto-cross competitor says he has “always been struck by how many places in that car I find an SAE notation, from seatbelts to the brake system, to the lights. If you take apart a British car, you’re going to find at least half a dozen references to SAE. That’s an indication of how much good SAE does.” ■



Another SAE notation.