



Roy Arbeit
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ASME

talks about MCI



Interview from Roy Arbeit Managing Director, Marketing & Sales American Society of Mechanical Engineers (ASME)

What does “a global community” mean to ASME, and how is MCI building it for ASME?

It means engineers have access to the resources and connections that they need, no matter where in the world they reside. Matching local needs to global resources opens new opportunities for market growth for ASME, and MCI is an essential gateway for interchange among all members, stakeholders and collaborative initiatives.

How does your organisation make sure it stands out from the competition?

For 130 years, ASME has been a leader in sharing engineering expertise, helping engineers stay competitive, advancing technology, and ensuring reliability and public safety through voluntary standards development. We continue to focus on being a responsive and agile resource for technology development, and on preparing the engineering workforce to meet the challenges of today and tomorrow.

What are the opportunities for ASME today?

ASME is strategically focusing on three areas: being a cutting-edge resource for energy technologies and fuel sources; advancing its impact in global markets through standards development and strategic global partnerships; and expanding the capacity and effectiveness of the global engineering workforce. These strategic areas are interdependent, and the needs are pervasive throughout industries the world over.

How do you think your dedicated team at MCI will respond to these opportunities?

As ASME’s leading edge in the European markets, MCI opens windows of opportunity that help the Society stay informed and responsive, delivering high-quality programmes, products and services to meet the needs of our partners and our members.

What do you consider to be the key elements for a long-term collaboration?

The willingness to listen, learn and be responsive to market needs.

What is your most memorable moment working with MCI?

MCI developing and executing a key industry roundtable event, which brought leaders in the nuclear industry into contact with government officials under ASME auspices.

In 3 words, how would you qualify your relationship with MCI?

Collaborative, Aligned, Respectful.

Insider’s View

What do you think are the key elements for a long-term relationship?

Forming a partnership based on thorough understanding of goals and objectives, in which mutual responsibility and respect ensure the realisation of results.

What was your first impression of ASME?

An overwhelming organisation that is old and young at the same time. Founded in 1880, there is so much history and knowledge within ASME that it seemed impossible to grasp at first. But ASME is also very young in the sense that it is continuously reinventing itself to further enhance and grow. Our MCI team has become part of that process, allowing us to understand and contribute.

How do you plan to build ASME’s community around the world?

Understanding ASME and its strategic goals and programmes is key to further building the ASME community around the world. MCI has local resources available in many regions of the world where there is potential for ASME. Building ASME’s communities and markets in these regions will happen by identifying and seizing the right opportunities, and responding to them in partnership.

What is your most memorable moment with ASME?

Perhaps very childish, but still very true; having my first meeting at ASME Headquarters in New York City, on the 23rd floor with a view on the Chrysler Building... I pinched myself.

What motivates you in your everyday work?

Results!



Jeroen Van Liempd
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Client Director, MCI Brussels