

LD+A

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FACES OF THE FUTURE



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FUTURE LEADERS

THE NEXT GENERATION OF LIGHTING LUMINARIES

LD+A profiles 25 rising stars in the lighting profession

To compile our list of “Future Leaders,” *LD+A* editors reached out to more than 50 lighting professionals representing all corners of the industry and asked that they submit nominations. *LD+A* also contacted IES leadership at the Section level, as well as IES members involved in both the IES Emerging Professionals and Young Professionals Scholarship programs, for their feedback. We asked each of these people to recommend those with approximately five years experience who are on the cusp of leadership positions (e.g., technical, management, educational) in the industry.

LD+A then selected 25 of these professionals to be profiled on the pages that follow. These “future luminaries” come from all walks of life in the industry, including the design community, the supplier side (be it manufacturers, a rep agency and a distributor), and the research and academic communities. Their achievements, to date, are equally varied. Some have demonstrated uncommon design/project management expertise; some are at the forefront of new product development; while others are committed to bolstering lighting education.

A final word: this list is by no means all-encompassing. It is simply a representative sample—we believe a good one—of the future thought leaders of the lighting industry.

In Keith Graeber's world, research results don't sit on a shelf gathering dust. *Applied research* is the operative term. As director of engineering at the renowned California Lighting Technology Center, Graeber coordinates the technical development and implementation of CLTC research projects, which include electric lighting, daylighting and lighting controls technologies.

Industry partnerships are the lifeblood of CLTC, and Graeber is CLTC's go-to guy for managing those relationships. The tasks are varied: there's recruitment of new partners; serving as a liaison between CLTC and industry; and coordinating the communication between contractors, manufacturers and end users during installation of new technologies. Graeber uses a colorful expression to describe the process: "shepherding technologies across the 'valley of death.'"

The final result of a CLTC-industry collaboration ranges from product design to test reports, educational curriculum, speaking engagements and industry match-making activities. But the emphasis is typically on application-based research. "Because of this, we have extensive experience with most lighting technologies and strategies that are already in the market or nearing marketplace readiness," says Graeber. "Controls do make up a significant portion of our project portfolio as we believe they are far and away the lowest hanging fruit in terms of enabling kWh reduction."

A licensed P.E., Graeber is also one of the few individuals in the lighting

industry with a background in mechanical engineering. "The P.E. was a professional goal I set for myself after graduating college," he says. "Early in my career I had the opportunity to work under and with professionally licensed engineers. That combined with the nature of my work made it the ideal situation for me to obtain my license."

But he's glad to have found a home in lighting. "I have two favorite things about the lighting industry. I like how the end product defines environments and how people interact with them. I also like the variety of challenges it offers, ranging from basic hardware and software development all the way to implementation and design strategies."

A FEW KIND WORDS: "Keith has grown into a key senior leadership position at CLTC. He has developed a broad 'lab-to-marketplace' perspective that has allowed him to be highly successful when working with industry towards the commercialization of next-generation lighting technologies," says CLTC director Michael Siminovitch.

DOWN THE ROAD: Graeber expects to make his mark through the combination of information exchange and product development. "I hope to continue to contribute to the growing body of work surrounding lighting and energy efficiency in the manner that I am best suited—sharing ideas and information, designing and refining product or any other opportunity that comes my way."

Paul Tarricone



KEITH GRAEBER
CALIFORNIA LIGHTING
TECHNOLOGY CENTER
UC DAVIS

CAREER CAPSULE

- P.E.-mechanical engineering
- Named on three patents
- Presented at the 2010 Strategies in Light and LIGHTFAIR conferences

'A highlight was the first time I walked into a building and realized the lighting was the product of a collaboration between industry and CLTC that started with a whiteboard sketch and culminated in a commercial product'