

**Jeffrey A. Burnstein
Executive Vice President
Robotic Industries Association
Ann Arbor, Michigan**

Jeff Burnstein has been with RIA since 1983, starting out as its Manager of Marketing & PR and serving in a variety of senior positions before being named Executive Vice President in 2007. The RIA represents some 275 North American based companies active in the field of robotics. Its primary mission is to promote the use of robotics technology by educating current and potential users about how to successfully apply robotics. RIA also serves as the industry's spokesperson to the general public, news media, and international organizations. Among its key outreach activities is the creation of Robotics Online, the industry's leading website for robotics information. The site registers more than 2 million visits per year from people around the world interested in robotics. RIA is part of the Automation Technologies Council which also includes the Automated Imaging Association and the Motion Control Association. Together, these trade groups represent some 600 companies involved in factory automation technologies. While RIA's focus has been on the use of robots in the factory, it also has played a key role in promoting the use of robots for service tasks such as medical applications, defense & security, elder care, entertainment, home use, and retail operations.