About Robert

Rob Leibrandt was the US DoD procurement lead in the Office of the Under Secretary of Defense (Acquisition, Technology and Logistics) for Information Assurance, Cyber Security, Anti-counterfeiting and authored all Item Unique Identification (IUID) and broad Unique Identification (UID) policies from 2003 to 2012.

From January 2011 through September 2012, he was the DoD lead on the Executive Office of the President Federal Anti-Counterfeit Working Group (ACWG) and led the Risk Management and Traceability/Reporting subgroups on reducing counterfeit parts in the supply chain. Rob continues to participate in anti-counterfeiting efforts of the Aerospace Industries Association (AIA) and the Society of Aerospace Engineers (SAE).

He chaired NATO Allied Committee 327, Working Group 5 from 2008-2012. In 2010 this working group developed NATO lifecycle management guidance for UID of Items (AUIDP-1) “NATO Guidance on UID of Items” and led the addition of “through life item traceability management” to the AC 327 work plan. Rob continues his involvement with NATO and this work in particular. He was named to the Industry Integration Group (IIG) by the NATO Industry Advisory Group (NIAG) Chairman and the US NIAG representative.

In 2008 he received Automatic Identification and Mobility (AIM) Global's Don Percival Award and twice received the US DoD Exceptional Civilian Service award. In 2009, Mr. Leibrandt received ID World's Honorable Mention for the Asset Tracking track and was selected to the Automatic Identification Manufacturers Automatic Identification and Data Capture (AIDC) 100 in 2010 for his DoD leadership.

He holds a Bachelor's in Mechanical Engineering and an MBA. He is DoD level III certified in Program
Management, Systems Engineering and Quality Assurance. Mr. Leibrandt also graduated from the Industrial College of the Armed Forces in 2001.

Rob now serves as Senior Market Manager for Camcode Global Ltd, an item identification and anti-counterfeiting solutions provider with more than 50 years of experience. His role is to identify, explore and participate in global market trends and opportunities then lead the development of identification solutions to satisfy those needs. He heads supplier portal development which offers direct customer access to real-time product information and analysis tools.

Lecture Title: Identification & Authentication in a 21st Century Identification Environment

Overview

Item identification has long been an essential element of manufacturing and maintenance; however, it has never been a critical design factor and likely a matter of replicating what has been done in the past with no thought for its impact on managing the item through life. Add to this today’s real concerns about counterfeit products throughout the supply chain and you’ve just increased the difficulty in authentication.

This session will contrast traditional item identification with a comprehensive view of an integrated item identification ecosystem. This modern approach leverages modern item marking using automatic data capture techniques and a web-enabled information management strategy to support identification and authentication throughout. This approach consists of: a strategic view of the importance of item traceability; well designed durable modern item marking with authenticity features; business process changes that capture item identity throughout the lifecycle; a web-based supplier portal and analysis tools that can better manage your most critical assets.

In today's world, traditional item identification simply doesn't go far enough. Item identification must establish the basis for connecting life cycle events to support a well-defined and executed information management strategy. Answers to questions of authenticity and origin are then simple to answer. In some cases this may mean visibility of the full chain of custody throughout the supply chain and in others authentication of the physical mark may provide enough assurance.

Finally, we will explore the specific marking technologies that depending on the complexity of the item and the supply chain, show promise for enhancing traceability and tracking of items and discuss the benefits, challenges and infrastructure considerations that make implementation of these technologies challenging or trivial.