



# IUID

Item Unique  
Identification

## IUID Individual Contribution Awards

**Ms. Abby Rothman**  
Lockheed Martin



Ms. LeAntha Sumpter, (Deputy Director for Program Development and Implementation, Defense Procurement & Acquisition Policy in the Office of the Under Secretary of Defense for AT&L) presents Ms. Abby Rothman (Lockheed Martin) with an IUID Individual Contribution Award.



# **IUID Individual Contribution Awards Press Release March 28, 2008**



Since the IUID Policy was introduced in 2003, it has been rapidly implemented by Department of Defense (DoD) Program Managers, Depots, Automatic Identification Technology (AIT) Solution Providers, Government Leaders and DoD Suppliers. Many stakeholders have fully embraced IUID to improve data quality, standardize serialization and take advantage of automatic data capture and revolutionize existing business processes. Although there have been some challenges in IUID implementation, the rewards far outweigh the challenges, transforming current DoD business practices. Through individual and organizational dedication and resolve, over 3.0 million items have been entered into the IUID Registry.

The February 26-27 2008 UID & eBusiness Forum, held in Arlington Virginia, marked the first recognition of individuals for their contributions to IUID. The IUID Individual Contribution Award officially recognizes key members within corporate/industry or government organizations who have made critical contributions successfully facilitating IUID adoption, implementation and acceptance within the IUID community. The IUID Policy Office will continue the IUID Award Recognition Program to identify outstanding participants in the advancement of IUID successes.

Ms. Abby Rothman, Lockheed Martin, has been a leader in the successful adoption of IUID. Ms. Abby Rothman joined Lockheed Martin in 1989, and was selected in March 2004 to provide leadership support for both Item Unique Identification (IUID) and Radio Frequency Identification (RFID) implementation challenges. With over 24 years of diverse aeronautics and commercial industry expertise, Ms. Rothman has served in various key positions throughout her career, including her role as Lockheed Martin's IUID/RFID Phase I, II, III Improvement Process Team (IPT) Lead. Ms. Rothman has been recognized for using her excellent facilitating and mentoring abilities to bring high level teaming efforts to successful closure. Ms. Rothman actively participated in the initial formulation of the IUID Policy and NDIA's Industrial Leadership Advisory Group on IUID. Through her leadership, Lockheed Martin has successfully delivered over three hundred thousand Unique Item Identifiers (UIIs) to the DoD IUID Registry and has developed numerous toolsets which enable IUID compliancy and minimize duplicative implementation efforts. She remains an outspoken supporter for industry in IUID implementation efforts.

According to Dr. James Finley, Deputy Under Secretary of Defense for Acquisition & Technology (A&T), "IUID is an essential effort for the DoD. The consistent and accurate identification of items will facilitate item tracking throughout each item's life in the DoD business systems. The results will be reliable and accurate data for program management and accountability purposes that will also be vital to engineering, acquisition, financial, property, plant, and equipment accountability, maintenance and logistics purposes." <sup>1</sup>

Ms. Abby Rothman is one of three individuals to be recognized as the first recipients of the IUID Individual Contribution Award distributed on February 26<sup>th</sup> 2008.

<sup>1</sup> Dr. James Finley, "Making a Difference for Asset Visibility, Management, and Accountability," Acquisition Technology & Logistics (AT&L) May-June 2007: pg 9.