



**People can control  
the world.**

**Literally.**

Every day, in every area of our country, companies are searching for talented minds to help move them into the future. Encourage your students and transitioning workers to become automation professionals, and open their eyes to a career they can be proud of.

So, what IS automation, anyway?

**Automation is the creation and application of technology to monitor and control the production of goods and services.**

Have you watched a TV, driven a car, used running water, listened to an iPod, or worked on a computer lately? Nearly every modern convenience (or necessity) is the result of complex processes. Without talented individuals to design, build, improve, and maintain these processes, modern inventions could never have happened and future innovation would be impossible. Without automation professionals, our world and our future would be very different. Automation professionals literally “control” the world.



***So, what IS automation, anyway?***

**Automation professionals work in all kinds of careers**, including:

Aerospace

Automotive

Chemical and Petroleum

Computer Technology

Construction and Design

Electro-Optics

Environmental

Food and Pharmaceutical

Glass and Ceramics

Management

Marketing and Sales

Mining and Metals

Nuclear

Power Distribution

Process Measurement and Control

Pulp and Paper

Robotics and Expert Systems

Safety

Sensor Technology

Systems Integration

Telemetry and Communications

Test Measurement

Textiles

Water and Wastewater

Wireless Applications



# Jobs in Automation

The opportunities in automation are endless, but most jobs fall into four major categories: engineering and design, sales engineering, management, and automation technicians.

**Engineering and design** professionals research, design, build, and operate various systems and instruments to measure, control, and automate manufacturing processes.



**Sales engineering** professionals advise and assist clients and customers on the application, purchase, installation, and maintenance of available products and systems. Sales engineers help companies find the right products to improve the efficiency, output, and safety of manufacturing and industrial processing operations.



Automation professionals interested in **management** careers rise to leading positions throughout the numerous manufacturing and industrial processing sectors of the global economy.



**Control Systems, Instrumentation/ Maintenance, and Automation Technicians** play key roles in installing, maintaining, troubleshooting, and repairing various components of automation systems.



**Automation professionals can be found in many major global companies,** like The Dow Chemical Company, Shell, Sara Lee, Hershey Foods, Eli Lilly, DuPont, GlaxoSmithKline, Emerson Process Management, Honeywell, Siemens, GE, and more.

*The opportunities in automation are endless*

# Dispelling the Myths: Cool Jobs in Automation

Picture your future student or job seeker. Do you think he or she would be attracted to jobs like this?

## *Now Hiring:*

**Automation Engineer** to design a computer interface to control real equipment in real time. Position utilizes graphics technology and gaming functions to develop graphics for application in advanced manufacturing environment.

## *Now Hiring: Urgently required!*

**Robotics Professional** to build multifunctional, programmable machines. Position utilizes computer science, applying artificial intelligence and engineering methods to develop robots that perform a variety of functions.

## *Now Hiring: Start immediately!*

**Automotive Manufacturing Technician** to operate, install, maintain, and continuously improve the machinery, processes, and production systems that produce hybrid and next-generation electric automobiles.

## *Now Hiring: Wanted now!*

**Life Support Analyst Manager** to automate mechanical processes for animal environments at major theme park.

## *Now Hiring: Competitive salary and benefits!*

**Environmental Project Engineer** to design systems that automatically sample, measure, record, and report environmentally harmful toxic gas emissions from power generation processes. Works to develop innovative solutions for environmental problems and concerns.

Many people have misconceptions about careers in automation. They see jobs in our industries as dirty, dusty, and old-fashioned blue-collar labor. We think it's time to set the record straight.

**The automation profession has a broad, diverse offering of well-paying, highly rewarding, technically-savvy jobs** – and the demand for professionals to fill those jobs has never been higher.



# Building the Automation Generation: The Key to Remaining Competitive in a Global World

Opportunities abound in the automation profession, today and well into the future. The baby boomer generation is retiring, and we don't have skilled replacements. More than 65% of surveyed U.S. manufacturers have already experienced a "moderate" to "severe" shortage of engineers and scientists, and that number is expected to increase substantially in the next few years.

Our companies cannot possibly succeed in the long term without attracting talent from future generations. The next generation is hungry for fulfilling, high-impact, and well-paying careers. The possibilities are endless!

## Leading the Way for a Brighter Tomorrow

We're working hard to address the challenges and opportunities of the automation profession through programming and outreach efforts.

For starters, we're reaching out to middle school students with animated, superhero-style profiles of real people with cool jobs in automation. **We're going to show kids that being an automation professional is like being a superhero** – you can control things you can't see, you can save plants and cities from explosions, protect the environment, and you can build robots with artificial intelligence.

Soon, we'll have these and other resources available on our website at [www.automationfederation.org/cooljobs](http://www.automationfederation.org/cooljobs).

# Building the Automation Generation

**Together, we can make a difference.** You can make a difference in the economy and the competitiveness of our country, and you can make a difference in the lives of our students and workers. You can invigorate them, excite them, and motivate them. You can show them the path to success. You can show them the real American dream – to have the kind of career that continually motivates and inspires you—the kind of career that makes them wake up before the alarm each morning.

***Help us create the automation generation.***



**Visit us at [www.automationfederation.org/cooljobs](http://www.automationfederation.org/cooljobs).**

**Call us at (919) 314-3937.**

**Email us at [info@automationfederation.org](mailto:info@automationfederation.org).**





**AUTOMATION  
FEDERATION**

*Accelerating Automation Success*

67 Alexander Drive  
Research Triangle Park  
NC 27709

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