



PI San Diego 2014 Program

Key: — PI Keynotes — PLM — ALM — SLM

Day 1

07:00	Delegate Registration		
08:00	Chairman's Welcoming Address in Room 1 Chris Kay, Partner, Kalypso		
08:15	PI Keynote: 'Pixar - A Design Story' in Room 1 Jay Shuster, Production Design Director, PIXAR Animation Studios		
09:00	Developing and Implementing Innovation Capability and Process Management across the Portfolio ROOM 1 Cornelis Bosselaar, Director Innovation Capabilities, Kimberly Clark	Product Innovation in an Ever-Changing Technology World ROOM 2 Asokan Ashok, Director - Emerging Products & Services, Samsung	
09:40	Creating \$1 Billion in Added Value through PLM ROOM 1 Jeff Brittain, Executive Director, Merck Tom Hartmann, Managing Director – Product Lifecycle Services, Global and North America, Accenture	Driving Innovation within the Highly Regulated Medical Segment ROOM 2 Digant Gupta, VP, Integrated Systems, Applied Medical	Case Study - Mercury Marine ROOM 3 John Bayless, PLM Director, Mercury Marine
10:20	Morning Refreshment Break in EXHIBITION HALL		
10:30	Morning Pre-arranged 1-to-1 Meetings in EXHIBITION HALL		

11:30	Stream Chairman Welcome ROOM 1 Chris Kay, Partner, Kalypso	Stream 2 Chairman Welcome ROOM 2 Joe Barkai, Market Strategist and Catalyst, Joe Barkai	Embedded Software, Connectivity & Service Stream Chairman Welcome ROOM 3 Bill Pollock, President & Principal Consulting Analyst, Strategies For Growth SM	
11:40	Leveraging PDM Technology to Ramp Up Automation and Business System Integration ROOM 1 Todd Mansfield, VP, Global Engineering, ECCO Safety Group (ESG)	Doing Extraordinary Things with Ordinary Systems ROOM 2 William Woolman, IT Business Manager, Oshkosh Defense Tracey Rohde, Senior Business Manager - Engineering Systems, Oshkosh Defense	Exploring the Interdependencies of Product & Embedded Software ROOM 3 Joe Barkai, Market Strategist and Catalyst, Joe Barkai	Focus Group - Managing Platform Obsolescence ROOM 4 Anders Romare, VP & Head of Engineering Applications, Airbus SAS
12:20	Simplifying PLM in Tackling Product Complexity ROOM 1 Rachel Bray, PLM & Document Management Specialist, CERN	Driving PLM Capability Across a Complex Enterprise ROOM 2 Steve McCarthy, VP Quality Systems, Johnson & Johnson	Software Deployment in Effectively Managing the Needs of Physical-Soft Hybrid Products ROOM 3 Ron Watson, Director, PLM COE and IT Architecture, Xylem Inc.	Focus Group - Business Acquisition and the Related Complex Data Migration and Systems Integrations ROOM 5 Srini Venkataramani, Project Manager, PLM & Collaboration, Hologic Suhas Jadhav, Senior Manager, Thermofisher Scientific
13:00	Deploying PLM as a Strategic Initiative at Harley-Davidson ROOM 1 Melvina Kleverova Zilliox, Design Director, Harley-Davidson Motor Company	Integrating Systems Engineering & PLM ROOM 2 Anders Romare, VP & Head of Engineering Applications, Airbus SAS	Incorporating Systems Thinking and Agile Development Methodologies into an ALM Model ROOM 3 Eric DePaul, Configuration & Application Lifecycle Manager, Hologic	Focus Group - Calculating a Tangible ROI of Your Technology Platform ROOM 4 Richard Noriega, Project Manager, PLM, VACCO
13:40	Networking Luncheon in EXHIBITION HALL			
14:40	Case Study - Siemens PLM ROOM 1	How Companies are Unleashing Innovation and Profit Potential Across the Product Value Chain ROOM 2 John Moran, Director, Product Data Management, Thermofisher Scientific	Facilitating the Delivery of Sophisticated & Connected Products through Continuous Engineering ROOM 3 Steve Shoaf, Continuous Engineering Marketing Manager, IBM Matt Jones, Head, Future Infotainment, Jaguar Land Rover	

<p>15:20 Panel Discussion - Is PLM Right for Process? ROOM 1</p> <p>Gary Johnson, Senior Manager Product Lifecycle Management, The Hershey Company Steve McCarthy, VP Quality Systems, Johnson & Johnson Bernhard Weber, Associate Director Engineering & Corporate Owner of Engineering PLM, Procter & Gamble Jeff Brittain, Executive Director, Merck Christophe Boudard, Director, PLM, The Coca-Cola Company</p>	<p>Integrating your Design Supplier Network into a 3D CAD Model World ROOM 2</p> <p>Charlie Salzman, Director, CPLM, Gulfstream Aerospace Greg Weaver, Manager, CPLM, Gulfstream Aerospace</p>	<p>Bridging the Gap Between Product & Service ROOM 3</p> <p>Bill Pollock, President & Principal Consulting Analyst, Strategies For GrowthSM</p>	<p>Focus Group - Configuration Lifecycle Management ROOM 4</p> <p>Joy Batchelor, Technical Specialist for Product Configuration, Jaguar Land Rover</p>
<p>16:00 Afternoon Refreshment Break EXHIBITION HALL</p>			
<p>16:05 Afternoon Pre-arranged 1-to-1 Meetings in EXHIBITION HALL</p>			
<p>17:05 Panel Discussion - Is PPM Right for you and Your Business? ROOM 1</p> <p>Pamela Soin, Senior Manager, Innovation Portfolio & Pipeline Management Practice, Kalypso Cornelis Bosselaar, Director Innovation Capabilities, Kimberly Clark Eric Redifer, Managing , KPMG</p>	<p>Panel Discussion - Emerging Trends and Best Practices in the Convergence of Enterprise ALM, PLE and PLM ROOM 2</p> <p>Charles Krueger, Founder & CEO, BigLever Software Joe Barkai, Market Strategist and Catalyst, Joe Barkai Eric DePaul, Configuration & Application Lifecycle Manager, Hologic</p>	<p>Panel Discussion - The 3 C's of Effective Lifecycle Management: Connectivity, Collaboration and Customer ROOM 3</p> <p>Asokan Ashok, Director - Emerging Products & Services, Samsung Bill Pollock, President & Principal Consulting Analyst, Strategies For GrowthSM Steve O'Leary, Director, Service Lifecycle Management, Siemens</p>	
<p>17:45 PI Keynote - 'The Silent Intelligence: The Internet of Things' in ROOM 1 Daniel Obodovski, Author/IoT Strat & BD Consulting, 'The Silent Intelligence'</p>			
<p>18:25 Chairman's Closing Remarks in ROOM 1 Chris Kay, Partner, Kalypso</p>			
<p>18:30 Networking Drinks Reception in EXHIBITION HALL</p>			

Day 2

07:30	Think Tank - Strategyn Tony Ulwick, Founder & CEO, Strategyn LLC	Think Tank - Sharing Product Configuration Intelligence within your Organization David Jobling, Director, Configit A/S Mike Stroffolino, Consultant, Configit A/S	Think Tank - The Strategic Role of Legacy Data Migrations in PLM Implementations Tom Makoski, EVP, Product Lifecycle Management, ITI	Think Tank - The Product Information Imperative Peter White, Manager, Supply Chain Technologies, Capgemini
08:30	Chairman's Welcoming Address in ROOM 1 Chris Kay, Partner, Kalypso			
08:45	PI Keynote - Transforming the Way Business is Done. in ROOM 1 Filippo Passerini, Group President - Global Business Services, and Chief Information Officer, P&G, Procter & Gamble			
09:30	Generation Y and the power of 'Yes' ROOM 1 Max James, Innovation Partner, Deckers Outdoor Corp Alexander Kehaya, Innovation Partner, Deckers Outdoor Corp		Taking a Pragmatic View of Lean Innovation ROOM 2 Andrew McCloskey, Sr. VP Product Development, Schneider Electric	
10:10	Making Enterprise-Wide PLM Work Productively in a Culturally Decentralized Organization ROOM 1 Jerome Lyman, Corporate VP, Worldwide Quality Systems & Food Safety, McDonald's Corporation George Young, CEO, Kalypso	PLM360 - Fast. Affordable. Efficient ROOM 2 Richard Noriega, Project Manager, PLM, VACCO	Case Study: IoT - How to prepare your organization for the future ROOM 3	
10:50	Morning Refreshment Break in EXHIBITION HALL			
11:00	Morning Pre-arranged 1-to-1 Meetings in EXHIBITION HALL			
12:00	Transforming the Perception of PLM from an Engineering Software to a Business Transformation Platform ROOM 1 Ken Moskwa, Engineering Manager, Product & Process Standardization, Sullair	Bridging the Product Configuration Gap Between PLM and ERP ROOM 2 Joy Batchelor, Technical Specialist for Product Configuration, Jaguar Land Rover	Understanding IT's Role in Exploiting and Benefiting from a More Mobile, Integrated and Connected World ROOM 3 David Riddle, Director, Information Technology, Thermofisher Scientific	Focus Group - Information Integration across Product, Application & Service ROOM 4 Gahl Berkooz, Head of Information Management & Analytics, Ford Motor Company

12:40	Leveraging PLM in Digitizing a Diverse Corporation End-to-End ROOM 1 Bernhard Weber, Associate Director Engineering & Corporate Owner of Engineering PLM, Procter & Gamble	Deploying a Comprehensive Ecodesign Solution across your Entire Product Development Lifecycle ROOM 2 Richard Ammendola, Sr. Principle - Sustainability & Upstream Productivity, Wrigley	Building an Effective End-to-End Services Model to Better Integrate IT Operations with Business Vision ROOM 3 John Jewell, VP of Engineering, Manufacturing & Supply Chain IT Services, Delphi Corporation	Focus Group - Organizational Change Management (OCM) in Increasing Deployment Success ROOM 5 Linda Mattingly, Organizational Change Management (OCM) Consultant, Transformational Change Leadership
13:20	Networking Luncheon in EXHIBITION HALL			
14:20	Evolving Systems Thinking and Re-design to Support the Shift to a More Circular Economy ROOM 1 Peter Bilello, President, CIMdata	Affordable Innovation - Cost-effective Portfolio Enhancement and Growth ROOM 2 Jon Jarrett, Director, Engineering Processes and Tools, ATK Aerospace Systems		
15:00	Panel Discussion - PLM, ALM, SLM, ERP, GSC...Why is Business Process Innovation Challenging & What Can be Done About It? in ROOM 1 Craig Humanchuk, Engineering CIO, GE Aviation Gahl Berkooz, Head of Information Management & Analytics, Ford Motor Company Korhan Sevenler, Director, PLM, Xerox Jerome Lyman, Corporate VP, Worldwide Quality Systems & Food Safety, McDonald's Corporation			
15:45	PI Keynote - Smart Cities in Advancing Global Renewable Developments in ROOM 1 Steve Severance, Executive Director, Strategy and Innovation, Masdar			
16:30	Chairman's Closing Remarks in EXHIBITION HALL Chris Kay, Partner, Kalypso			

For more information please see the PI Congress website www.us.picongress.com/.

Alternatively, get in touch with a member of the team via info@marketkey.com.

Register via <http://bit.ly/PISanDiego2014PD>