



PRESS RELEASE

Dr. Hossein Nivi, Founder & CEO of Pendaran to Keynote at CPDA's PLM Road Map™ 2009

Riverside CT, For Immediate Release – Collaborative Product Development Associates (CPDA), a provider of critical analyses for PLM decisions, announces that Dr. Hossein Nivi, Founder and CEO of Pendaran Inc. will join General Motor's John L. Givens Jr., IMVP's Glenn Mercer, and Mentor Graphic's Dr. Walden Rhines as a keynote speaker at its annual PLM Road Map™ conference, to be held at The Inn at St. John's, outside of Detroit, Michigan on September 22 and 23.

In his keynote address, **Flight Simulator for Lean**, Dr. Nivi will suggest that it is time for us to accept that we cannot copy Toyota and achieve their success. Success is something we need to create for ourselves and in order to be successful companies must incorporate a uniquely coherent and systemic approach for their own transformation.

The primary issue we confront runs much deeper than the tools to use or even the processes, although both are significant. We need an effective method for teaching before we can figure out the tools and processes to teach. The current approach of reading books, taking classes, or searching the internet has very limited impact. We learn and change by experience. We learn by experimenting and making mistakes, but the real world is no place to practice.

So what is the alternative? Build a "flight simulator" and let people practice, make mistakes, "crash" and learn in a safe environment. The key is "accelerated experience." So if you want to become lean you need a "lean flight simulator." Now expand this concept to the transformation you would like to target: build a realistic simulator to accelerate your learning and your organization's learning.

Now in its 16th year, PLM Road Map™ 2009 is a strategic conference focused on the critical tradeoffs that shape product development. PLM Road Map™ 2009 will enable attendees to explore first hand the progress, opportunities, and roadblocks leading-edge end-users are confronting.

More information and updates on PLM Road Map™ 2009 may be found at http://www.cpd-associates.com/index.cfm?content=include_conference09.cfm.

About Dr. Hossein Nivi

Dr. Hossein Nivi is the Founder and CEO of Pendaran Inc. Dr. Nivi is an accomplished executive, engineer, and academic with an expertise in leadership development, lean thinking, and applied systems thinking. As an executive, he has built one of the top leadership development systems in the world, transformed Ford's plant training model, and co-established two globally competitive universities. As an engineer and academic, he has received two Henry Ford Technology Awards, received three patents, and published 30 papers. Hossein received his Ph.D. in Mechanical Engineering in 1975 from the University of London in England where he pioneered the field of computerized automotive diagnostics. He also has an M.S. in Mechanical Engineering from Tehran Polytechnique (Amir Kabir University) and an M.S. in Electronics and Computer Control Systems from Wayne State University. Hossein also served on the Industrial Advisory Boards of the MIT and Stanford business and engineering schools.

Hossein founded Pendaran in 2006. The company has developed a holistic approach to business transformation. Dr. Nivi was also Dean of the College of Business Administration at the University of Detroit Mercy and Dean of the Ford Design Institute (FDI). He was also the Director of the Global Product Development and Manufacturing Leadership Programs at Ford Motor Company. From 1980 to 1995, Hossein served in engineering management, engineering, and research roles. From 1966 to 1978, Hossein helped build two globally competitive universities in Iran and was a member of the founding team that designed and built Sharif University of Technology, now recognized as the top technical university in the Middle East. He also served as a Professor of Mechanical Engineering.

About CPDA

Collaborative Product Development Associates (CPDA) is a provider of critical analyses for PLM decisions. CPDA offers the latest in-depth, objective information for assessing technology and business goals. Coordinated by a group of experienced analysts, its cohesive suite of collaborative research programs leverages the efforts of top software designers and leading-edge users. CPDA's differentiation is its specific, deep, and pragmatic approach to the market, and a hands-on understanding of the technology required to drive successful implementations. CPDA's collaborative research programs include Design Creation and Validation, Design/Simulation Council, PLM-Integration/Product Definition, and Product Value Management.

Contact:

Cheryl Peck

CPD Associates

Cheryl.peck@cpd-associates.com

800-573-4756