



## **Leading Industry Commentator, Brad Holtz, to Keynote at CPDA's PLM Road Map™ 2010**

Presentation will look at trends in CAD/CAE.

**Riverside, CT – For Immediate Release** – Collaborative Product Development Associates (CPDA), a provider of critical analyses for PLM decisions, announces that leading industry analyst and commentator Brad Holtz will make a keynote presentation at PLM Road Map™ 2010 which takes place at The Inn at St. John's, outside of Detroit, Michigan on September 28 and 29. Other keynote speakers include: Penske Corporation's Stephen J. Pickett; Ford Motor Company's Christopher Davey; Targeted Convergence Corporation's Michael Kennedy; MathWorks' Jim Tung; HP's Christian Verstraete; and IBM Rational's Bruce Powel Douglass.

Brad's presentation, *Accelerating Changes in CAD/CAE - An Updated View of CAD/CAE Use*, will review trends in CAD/CAE based on two surveys, with over five hundred worldwide users participating in each. Brad will share current research and observations on how interoperability, complexity, and customer thinking on industry software trends are rapidly evolving. He will also share previously unpublished results from a recent survey undertaken by Cyon Research on the CAD/PLM market.

### **About W. Bradley Holtz, President & CEO, Cyon Research**

As a trusted analyst and industry commentator in engineering software today, Brad Holtz's incisive views on CAD and related applications are based on a keen understanding of new technologies and years of careful observation of their impact on design, engineering, architecture, and manufacturing. As the lead analyst for Cyon Research, Brad's opinions about the future of engineering software have appeared in all the major engineering software industry publications, and he has been a featured speaker at industry events on four continents. His customers have included: Adobe, Autodesk, Bentley Systems, Boeing, Dewberry, EDS, Gensler, Hewlett-Packard, Intergraph, Kaiser Aerospace, Lockheed Martin, Mobil Oil, Océ-USA, PTC, SolidWorks, Tekla, Siemens PLM, and Xerox.

In 1999, Brad melded WBH Associates with Orr Associates and The Yares Organization to form Cyon Research. He has led Cyon Research since its inception. As CEO of Cyon Research Corporation, Brad was the driving force in developing COFES: The Congress on The Future of Engineering Software. Now an annual 3-day conversation among major engineering software vendors and

users, COFES has become the leading event of its kind. He is also the founder of the DaS Symposium, and is spearheading its Green Keystone Alliance, which is focused on decreasing the viscosity of transactions of design.

Brad is author of *The CAD Rating Guide*, published in five editions between 1987 and 1997. He has written many articles about engineering software. He has also provided the editorial direction of two major newsletters serving the CAD/CAM industry – *Engineering Automation Report* and *Computer Aided Design Report* – which Cyon Research acquired and published until they were spun out in 2007

### **About PLM Road Map™ 2010**

PLM Road Map™ 2010 is a strategic conference focusing on the transformation of product development approaches to serve a new value proposition involving the detailed reconciliation of data and processes across global engineering functions. Join leading analysts from CPDA and key industry players as they share their experiences in making technology work by driving efforts up front early in design, and continuously incorporating cross-disciplinary knowledge and feedback. PLM Road Map™ 2010 will challenge attendees to shift their current thinking to a new level in a series of presentations focusing on the global transformation of product development and innovation processes.

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