



## **Siemens PLM Software's, Eric Sterling to Round Out Keynote Speaker Line-up at CPDA's PLM Road Map™ 2010**

**Riverside, CT – For Immediate Release** – Collaborative Product Development Associates (CPDA), a provider of critical analyses for PLM decisions, announces that Siemens PLM Software's Eric Sterling will round out the keynote speaker line-up 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: Cyon Research's , Brad Holtz; 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.

Eric's presentation, *Managing Complexity through Systems-Driven Product Development*, will take a look at how systems-driven product development represents a radical change of the development approach by using functions to drive the development process.

### **About Eric Sterling, Senior Vice President, Global Marketing, Siemens PLM Software**

In his current role, Eric Sterling directs worldwide marketing and go-to-market strategy for Siemens PLM Software's full suite of software and services offerings worldwide. He previously served as vice president of enterprise portfolio marketing where he led global strategic and tactical marketing activities for the company's enterprise portfolio, which includes NX, Teamcenter and Tecnomatix software. Earlier, Eric served as vice president of automotive industry marketing and was responsible for driving Siemens PLM Software's automotive marketing vision and strategies. He was also involved with key industry organizations, providing thought leadership on emerging issues faced by automotive OEMs and suppliers.

Before joining Siemens PLM Software, Eric served as vice president of North American sales and services for Engineering Animation Incorporated (EAI). EAI provided enterprise visualization and collaboration technology to manufacturing companies worldwide. While at EAI, he led the integration and deployment of EAI technology at GM and Ford Motor Company. These deployments led to a successful adoption by the automotive supplier community of visualization, making EAI's visualization technology a de-facto industry standard.

Eric began his career in 1982 at Cimlinc Inc. before joining Fuji Xerox as a software engineer. While at Fuji Xerox he was responsible for rewriting CAD

software to Japanese standards and developed some of the industry's first CAD/CAM turnkey systems. He then joined Mentor Graphics Corporation as a senior consultant, working with Fortune 100 manufacturing companies to integrate and deploy electronic design automation and data management software.

### **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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