



PRESS RELEASE

IBM Rational Executive, Brett Hillhouse, joins the Keynote Line-up for PLM Road Map™ 2011

Presentation will consider a new approach to integrating engineering disciplines with the models and artifacts they produce.

Ann Arbor, MI – For Immediate Release – CPDA, a CIMdata company, announces that Brett Hillhouse, Worldwide Automotive Executive for IBM Rational Software, will make a keynote presentation on **“Managing Complexity in Automotive Product Development”** at PLM Road Map™ 2011. The keynote line-up also includes presentations by Comet Solution’s Malcolm Panthaki, Siemens PLM Software’s Steve Bashada, Pendaran’s Dr. Hossein Nivi, Geometric America’s Joseph Sahiouni, Georgia Tech’s Dr. Chris Paredis, and HP’s Christian Verstraete. PLM Road Map™ 2011 will take place at The Inn at St. John's, outside of Detroit, Michigan, on October 4th and 5th.

Increasingly, automotive companies are being challenged with developing safer, more comfortable, and environmentally friendly cars in less time and with fewer resources. At the same time the complexity of today’s vehicles is steadily increasing. In addition, the different engineering disciplines involved in the process are largely disconnected with embedded software developers, PCB and ECU engineers, wiring/harness designers, mechanical designers, and quality assurance staff all working in their own silos and with their own dedicated tools and applications. Based on these trends and challenges the presentation will consider a new approach for integrating engineering disciplines and the various models and artifacts they produce.

About Brett Hillhouse, Worldwide Automotive Executive for IBM Rational Software

Brett Hillhouse is Worldwide Automotive Executive for IBM Rational Software. In this role Brett is responsible for IBM's Rational Automotive solutions and consulting. His 20 years of automotive and aerospace experience includes product development engagements at global OEM's and Tier 1 suppliers. The scope of these engagements include; re-engineering of requirements and systems engineering, software model driven development, and data management for the full product development lifecycle. Previously, Brett has held several industry and PLM leadership positions at IBM and Siemens PLM Software (formerly SDRC). Brett holds a B.S. degree in Mechanical and Aerospace Engineering from Cornell University.

About PLM Road Map™ 2011

PLM Road Map™ 2011 is a strategic conference focused on the next generation of PLM integration. Explore firsthand the progress, opportunities, and roadblocks currently confronting end-users.

About CIMdata, Inc.

CIMdata, an independent worldwide firm, provides strategic management consulting to maximize an enterprise's ability to design and deliver innovative products and services through the application of Product Lifecycle Management (PLM). CIMdata provides world-class knowledge, expertise, and best-practice methods on PLM. CIMdata also offers research, subscription services, publications, and education through international conferences. CIMdata recently completed the acquisition of CPDA, a well-known provider of critical analyses of PLM activities. Visit <http://www.CIMdata.com> for more information.

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