



PRESS RELEASE

Boston Scientific Corporation's, Dan Kussman, to Round Out Keynote Speaker Line-up 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 Dan Kussman, Knowledge Driven Product Development Program Lead, for Boston Scientific will join Qualis Corporation's Roger Herdy, Siemens PLM Software's Chuck Grindstaff, Pendaran Inc.'s Dr. Hossein Nivi, General Motor's John L. Givens Jr., IMVP's Glenn Mercer, and Mentor Graphic's Dr. Walden Rhines to round out the keynote speaker line-up at PLM Road Map™ 2009. The conference, will take place on September 22 and 23 at The Inn at St. John's, outside of Detroit, Michigan.

In his keynote address, Transforming the Business System and Culture to Knowledge Driven Development, Dan Kussman will consider several key elements needed for successfully transforming a business system from a technology push to a market pull and the cultural change a large organization must go through to properly implement and sustain a competitive business system.

The presentation will discuss setting a vision for where the company needs to go to gain a strategic competitive advantage and how to achieve it, how to drive cultural change top down, bottom up or mid management outward and the challenges associated with each approach, the appropriate use of consultants, and the challenges of developing and implementing a PLM strategy in a matrix organization.

He will also discuss how to manage change in a highly regulated environment, management vs. leadership of a large initiative, stage gate vs. a continuous flow product development system, metrics qualitative, quantitative or none, and how you know if you are impacting the bottom line.

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 Dan Kussman

As Knowledge Driven Product Development Program Lead Dan Kussman is responsible for transforming Boston Scientific's business system from a stage gate approach to a continuous product development process driven by knowledge. This includes gathering analyses of market, technology, and regulatory trends and translating them into meaningful data to shape a robust technology and product portfolio, as well as developing a systems engineering approach to development. Responsibilities also include the development and implementation of a Product Lifecycle Management system.

Previously at Honeywell, Dan started as a Research and Development engineer and then held positions as both a Technical and Core Team Leader for developing technology and product development products. After launching several products, he spent several years as a global operations manager. He also served as one of Honeywell's original fourteen employees to implement Six Sigma for the corporation.

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.

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