



PRESS RELEASE

Dr. Hossein Nivi, Founder and CEO of Pendaran Inc. and Joseph Sahiouni, President of Geometric America Inc. to join Keynote Line-up at PLM Road Map™ 2011

Presentation will introduce the concept of “Transplantation” as a unique approach for implementing PLM.

Riverside, CT – For Immediate Release – Collaborative Product Development Associates (CPDA), a leading provider of critical analyses for PLM decisions, announces that Pendaran’s Founder and CEO, Dr. Hossein Nivi and Geometric America’s President, Joseph Sahiouni will join Siemens PLM Software’s Stephen M. Bashada, Georgia Tech’s Dr. Chris Paredis and Hewlett-Packard’s Christian Verstraete as keynote speakers at PLM Road Map™ 2011 which will take place at The Inn at St. John's, outside of Detroit, on October 4th and 5th.

The presentation, “**Transplantation**” – **The Art of Transformation and Implementation for PLM**, will examine the pitfalls associated with the transformation and implementation of PLM and show how the concept of “Transplantation” can offer a unique approach for the successful implementation of PLM.

Managing product information from the point of conception to product obsolescence has been a dream for many companies. Historically, however, each element of product life cycle information evolves individually, leading to the creation of a fragmented workflow that is not a system, but a collection of workflows that offer a band-aid approach to meeting customer needs. PLM is perceived as the tool that assembles all the information into one easily accessible environment. Technology has gradually found better tools for integrating the information, but has not addressed the more difficult need to integrate people into the fragmented workflow solution. The full solution is a cultural alignment of different parts of the company, with an aligned workflow, in an integrated information flow.

About Dr. Hossein Nivi, Founder and CEO, Pendaran Inc.

Dr. Hossein Nivi is an accomplished executive, engineer, and academic with 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 on work that has contributed tens of millions of dollars to Ford’s bottom line. Dr. Nivi 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 holds M.S. degrees in Mechanical

Engineering and Electronics and Computer Control Systems and has served on the Industrial Advisory Boards of the MIT and Stanford business and engineering schools.

Dr. Nivi founded Pendaran in 2006, to develop and implement his concept of 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. He also served as the Director of Global Product Development and Manufacturing Leadership Programs at Ford Motor Company. In 2001, Dr. Nivi founded and built the Virtual Factory, Ford's primary program to extend lean thinking to its plant employees. From 1966 to 1978, Dr. Nivi helped build two globally competitive universities in Tehran and Isfahan in Iran. He also served as a Professor of Mechanical Engineering.

About Joseph Sahiouni, Senior Vice President for Global Automotive Business, Geometric Limited and President, Geometric America Inc.

Joseph Sahiouni's expertise and understanding of the automotive market shapes the development and direction of Geometric's Automotive Vertical Team that focuses on the company's vision, core values, goals, and challenges in the ever-changing automotive market. With 25 years experience in the automotive industry in sales and engineering, Joseph developed his skills to include hands-on initiatives as a participative leader and a customer-focused engineer. This skill set provides him with the unique ability to get to the core of the problem and develop solutions that support customers, employees, and organizations in meeting their goals.

Partnering with strong teams at Gits Manufacturing, Laird Technologies, Visteon Corporation, Ford Motor Company, and SKF (CR Industries) has enabled Joseph to hone his skills in sales, R&D, product development and analyses, CAE tools and methods for products in heavy duty engines, automotive electronics (control modules telematics) and interiors, consumer products batteries and antennas, and sealing products and technologies. During this time he gained expertise in system engineering, product development processes, and associated CAD and CAE tools. He combined these skills with organizational knowledge and learning to help organizations transform to higher efficiency operations.

Joseph holds a bachelor's and a master's degree in Mechanical Engineering from University of Michigan and an Executive MBA from Michigan State 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.

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