



CPDA Names Will Poirier Program Director, Mechatronics

Will Poirier's background provides a solid base for guiding mechatronics integration efforts.

Riverside, CT – For Immediate Release – Collaborative Product Development Associates (CPDA), a provider of critical analyses for PLM decisions, announces that Will Poirier has joined their staff, with the title of Program Director, Mechatronics. In this role he will manage the activities of CPDA's Mechatronics Council, which concentrates on the full integration of software, electronic, and mechanical integration efforts. Will benefits from nineteen years of industry experience in test development, vehicle dynamics, chassis controls, and IT program, project, and requirements management. Will's background in computer-aided testing from both Engineering and Information Technology disciplines provides a solid foundation for guiding mechatronics integration efforts.

Prior to joining CPDA, Will led several IT projects at General Motors (GM) Information Systems & Services, where he specialized in requirements management and requirements visualization. He began his GM career at GM Truck Engineering, leading several test development programs for vehicle ballast, structural seat testing, vehicle dynamics, and trailer towing. These customer measurement activities were used to collect and analyze real-world customer usage and to produce accelerated and coordinated test procedures. In addition to his Engineering and IT responsibilities, Will led the GM team for recruiting at Michigan Tech for the past twelve years and instituted recruiting best practices to attract new talent, including the GM Ride & Drive event.

Will holds a B.S. in Mechanical Engineering from Michigan Tech University and an M.S. in Engineering from Purdue University.

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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, Mechatronics Council, PLM-Integration/Product Definition, and Product Value Management.