David Katzman

Executive Vice President and General Manager of Arena, Onshape, and PTC Education



David Katzman is Executive Vice President and General Manager of Arena, Onshape, and PTC Education at PTC. He is responsible for the overall strategy, growth, and operational performance of these businesses, ensuring strong execution while advancing innovation and delivering value to customers worldwide.

Prior to his current position, David served as the SVP and General Manager for Onshape, where he oversaw the design and implementation of business strategy and policies, from customer success and sales to partnerships and business development. Onshape was acquired by PTC for $470 million in October 2019. Previously, David was a senior consultant at Deloitte Consulting.

He serves on the board of the PTC Foundation and holds advisory roles in several tech companies.

David received an MBA from Dartmouth's Tuck School of Business and a Bachelor of Science degree in computer engineering and economics from Tufts University.

Publications:

- Cloud-Native CAD and AI: Shaping the Future of Product Development (2026)
- How AI-Driven, Cloud-based CAD Supports Efficient Product Design (2025)
- Dave Katzman, PTC – Onshape to PTC, a Manufacturing Innovation Journey (2025)
- More Than Just Cool CAD in the Cloud – In-Depth with PTC Onshape's Founder Jon Hirschtick and GM David Katzman (2025)