

Tuesday, May 13
Grand America Hotel
Salt Lake City, UT

Time (Mountain)	Session
Afternoon	Arrival SLC, UT & Hotel Check-in Grand America Hotel
6:00 - 8:00 PM	Welcome Reception - Grand America Hotel, Grand Salon All are invited – Networking & Industry Connections

Wednesday, May 14
Burt Brothers Racetrack (UMC)
Grantsville, UT

Time (Mountain)	Session
6:45 AM	Transportation to Burt Brothers Racetrack Bus leaves promptly at 6:45 AM from Grand America Hotel – Follow Signs from Lobby to 600 South Parking Lot
7:30 AM	Arrival & Check-in Legends Hall, Burt Brothers Racetrack Registration/Badge Pick Up and Breakfast
8:30 AM	Exchange Kick-Off Jason Rydalch, MC Lead Guitarists: Jesse Triplett (Collective Soul) , Trey Hill (Big and Rich)
8:45 AM	Keynote
	<i>The Intelligent Product Lifecycle - No Pit Stops Required</i>
	Catherine Kniker (CK), Chief Marketing Officer, PTC
9:00 AM	Lamborghini <i>The Digital Thread That Drives Lamborghini</i> Gabriele Ferioli, IT Process Management - Engineering Processes at Automobile Lamborghini Steve Dertien, EVP Customer & Technology Partnerships, PTC
9:25 AM	Integrated Product Engineering – Fueled by AI <i>More Than meets the AI: Supercharging the Product Lifecycle</i> Christoph Braeuchle, PTC GM, SVP ALM
10:00 AM	Presenters Q/A
10:10 AM	BREAK
10:30 AM	Day in the Life Demonstration <i>Behind the Wheel: A User's Daily Drive to Success</i> Technical Fellows: Lance Lambert, Lora Estey
11:00 AM	Arthrex <i>End-to-End Digital Thread: Powering the Entire Product Race</i> Wilmary Torrens De Jesus, PMP Sr. Manager, IT Eng & Tech Michael Ottoman, CRO IQNOX Marc Fowler, Sr. Account Executive, IQNOX
11:30 AM	Emerson <i>The Need for Speed – A High-Performance Team Transformation</i> Max Moldmann, Global Director, Software Engineering, Flow Controls
NOON	LUNCH
12:45 PM	Guitar Solos: Jesse Triplett, Trey Hill
1:00 PM	Holistic Product Line Engineering (PLE)

	<i>The PLE Fast Lane: Your Journey to Product Line Engineering</i> Mark Simpson, VP Product Management, PTC Rachna Harsh, Technical Fellow, Pure Variants, PTC
1:25 PM	Lockheed Martin Space <i>Lockheed Martin's Turbo Boost: Advancing Product Lines with Pure Variants</i> April Luczywek, Systems Engineering, Sr. Mgr. for Engineering & Modernization Emma Lysek, Systems Engineering Associate Manager for Systems Engineering Modernization
1:50 PM	Northrop Grumman (NGC) <i>Mapping the Track to Success: A Feature Based Approach using PLE</i> Matt Reilly, Staff Product Line Engineering Coach
2:15 PM	Product Line Engineering: Ask the Experts
2:30 PM	eQ Technologic <i>Providing the Digital Drivetrain – Connecting Data and Systems to deliver a Smooth and Fast Ride</i> Pankaj Kulkarni, Sr. Manager of Customer Engagements
2:50 PM	Wrap Up & Summary
3:00 PM	Networking, Racing Activities, Snacks – Mountain View Chalet
4:30 PM	Open Bar & Hors d'oeuvre, Guitarists
5:30 PM	Buffet Dinner – Mountain View Chalet
7:00 PM	Event Concludes

Thursday, May 15
Grand America Hotel
Salt Lake City, UT

Time (Mountain)	Session
8:00 AM	Registration and Breakfast
9:00 AM	Kick-Off Jason Rydalch, MC
9:15 AM	PTC AI Approach & Strategy <i>The AI for Engineering: Unlocking Productivity Across the Product Lifecycle</i> Ayora Berry, VP AI Product Management, PTC
9:40 AM	Autoliv <i>AI: The Intelligent Pit Crew for Your Requirements</i> Joe Borland, Director of Engineering IT, ALM & PLM, Autoliv
10:15 AM	BREAK
10:30 AM	Veoneer <i>Accelerating Innovation with AI</i> Sarah Vazquez, Systems Engineering Lead, Engineering Excellence Michael Ottoman, CRO IQNOX
11:00 AM	Woodward, Inc <i>Fine-Tuning for Success: Executing an Effective ALM Trade Study</i> Marty Malenshek, Technical Fellow, Aerospace Systems Engineering
11:25 AM	Veoneer <i>No More Spinouts: Aligning the Enterprise for ALM Success</i> Tim Brennan, Global Engineering Tools Manager, Veoneer
NOON	LUNCH
1:00 PM	Doors Exit (DREXIT) Panel

	Woodward, Autoliv, Veoneer, Whirlpool
	<i>Life After DOORS - The DREXIT Panel</i>
	Project Summaries, Tools, Processes, Lessons Learned, Business Case, Value Achieved, and more
1:40 PM	PTC Systems Engineering Roadmap <i>Pit Stops & Power-Ups: The Systems Engineering Roadmap That is Driving Innovation</i> Mark Simpson, VP Product Management, PTC
2:30 PM	Exchange Summary & Wrap Up