



## Mark Lobo

**General Manager, Product Lifecycle Management**



Mark Lobo is General Manager of the Product Lifecycle Management (PLM) Segment at PTC. In this role, he is responsible for PTC's strategy, product, go-to-market, and customer success for our PLM offerings, including Windchill, Windchill+, and ThingWorx Navigate.

Previously, Mark led the PLM Product Management team and oversaw solution strategy and roadmaps across Windchill and Creo View product lines, pulling from 20+ years of experience at PTC working on various product areas.

He holds a Bachelor of Engineering from the University of Mumbai and a Master of Science in Manufacturing Systems Engineering from Oklahoma State University.