

# **Washington D.C Chapter of the PDMA**

## **Workshop: Product Development with PLM**

Product Lifecycle Management, or PLM, is a business initiative that is getting a lot of attention today. Many companies are beginning to embrace PLM as a way to improve the performance of their businesses and gain more value from their products at all stages of life.

Jim Brown will review the major components of a PLM strategy and discuss his experience with PLM for industrial companies as well as his experience managing the lifecycle of software products. After this overview, Jim will lead an interactive session to explore the value that PLM can offer to Product Development professionals in all industries.

Join us for an overview of PLM and then participate in an interactive discussion to explore where the real value lies in you and your company.

**Date:** Tuesday, March 9, 2004

**Time:** 6:30 - 8:30 PM

**Location:** Teqcorner, Tysons Corner, VA ([Directions](#))

**Fees:** \$10 (pay at event)

**Registration:** Send e-mail to [dc@productinnovators.com](mailto:dc@productinnovators.com) (limited to 20 participants)

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### **Jim Brown**

Jim Brown has over 15 years of experience in management consulting and application software focused on the manufacturing industries. Jim is a recognized expert in software solutions for manufacturing and has broad knowledge of applying Product Lifecycle Management, ERP, Supply Chain Planning, Supply Chain Execution, and e-business applications to improve business performance. Jim has served as an executive for software companies specializing in both PLM and Process Manufacturing solutions.

Mr. Brown has unique capabilities in finding and communicating the business value of technology. He is an experienced author and public speaker and enjoys the opportunity to speak at conferences or anywhere that he can engage with people that are passionate about improving business performance through software technology.

Mr. Brown is the President of Tech-Clarity, Inc., a consulting company that helps in “making the value of technology clear”. Jim also serves as the PLM expert for Technology Evaluation and PLM Evaluation Center. He can be reached at [jim.brown@tech-clarity.com](mailto:jim.brown@tech-clarity.com).