



Power Breakfast  
Seminars

March 18<sup>th</sup> & 25<sup>th</sup>

2009

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Masters of the Product Process  
Equation™

## MARK J. SILVESTRI

672 Lake Carolyn Pkwy, Apt 212E, Las Colinas, TX 75039 • (o) 214-484-7235 • (c) 508-612-5021 • marks@lcsplm.com

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### Who Should Attend?

- Product oriented senior executives involved in enterprise level business process & infrastructure improvement-- CIO,CTO,EVP,SVP
- Directors, Program Managers and VPs accountable & authorized to:
  - 1) optimize the business processes around new product introduction & configuration management
  - 2) enable globalized collaboration with partners in design and manufacture
  - 3) comply with regulatory requirements on information exchange

### About Life Cycle Solutions, Inc

Life Cycle Solutions, Inc. ( LCS™), an independent Product Life Cycle Management (PLM) solution provider, induces strategic business gains through Business Process Transformation & Secure Collaboration. We found that the best PLM solutions are a blend of process improvement & technology implementation. LCS™ supports business process transformation by improving change, configuration management and new product introduction processes. We collect all of these processes under a single framework, product portfolio management, to allow governance over a company's entire product suite. LCS™ supports secure collaboration through comprehensive identity management & product artifact protection. With secure collaboration capabilities in place, a company can extend their governance over the supply chain. We understand the role of PLM in a service-oriented enterprise architecture.

LCS™ knows that by capturing, managing and distributing product and service knowledge electronically, and by implementing documented, measurable and repeatable workflow processes, businesses can achieve and sustain a significant competitive advantage. It is by having the correct product information available and the business workflow processes under control that a company can achieve and sustain this competitive advantage.

Our professionals are passionate and committed to applying our experience in PLM to your business processes. We can greatly improve your businesses' ability to produce higher quality products, in the correct volume within the correct market window, more flexibly and economically than ever before! Allow LCS™ to show you how to define a PLM roadmap to help you achieve your business goals.

Visit <http://www.lcsplm.com> for more details.

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## Power Breakfast 1 of 2: Enabling Secure Collaboration in your Globalization Effort

How do you leverage talent across the globe, inside and outside of your company, without compromising intellectual property, or violating regulations on information exchange? If your business mission involves people from more than one organization, or from more than one country, then you've got an access control problem. Learn how to implement secure collaboration consistently and reliably, once and for all, instead of just plugging leaks where they appear. Understand the levels of security and types of tools required for collaboration. No matter how numerous or complex your access control requirements are, this approach will put you in control of secure collaboration.



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### Date & Host

**Event Date:** March 18th, 2009  
**Host:** Mark J. Silvestri; CEO & Principal Consultant

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### Time

Arrive @ 7:15 for Breakfast  
Power Breakfast Seminar 7:30-8:30 am  
Appointments or informal discussions until 10:00 am

Register for **FREE**, Now! **Time is running out!** Visit <http://www.lcsplm.com> for more details.

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## Power Breakfast 2 of 2: Using PLM to Solidify your Business Process Transformation

Are your 20th century processes crippling your 21st century progress? How many business process improvement initiatives have left you with a stack of documents and diagrams, but no real change? Learn what it takes to really change the way you do business. Process planning and definition are not enough. This session will cover process deployment, system integration, feedback, assessment, and other topics essential for improving processes in your enterprise.



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### Date & Host

**Event Date:** March 25th, 2009  
**Host:** Mark J. Silvestri; CEO & Principal Consultant

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### Time

Arrive @ 7:15 for Breakfast  
Power Breakfast Seminar 7:30-8:30 am  
Appointments or informal discussions until 10:00 am

Register for **FREE**, Now! **Time is running out!** Visit <http://www.lcsplm.com> for more details.

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**About the La Cima Club**

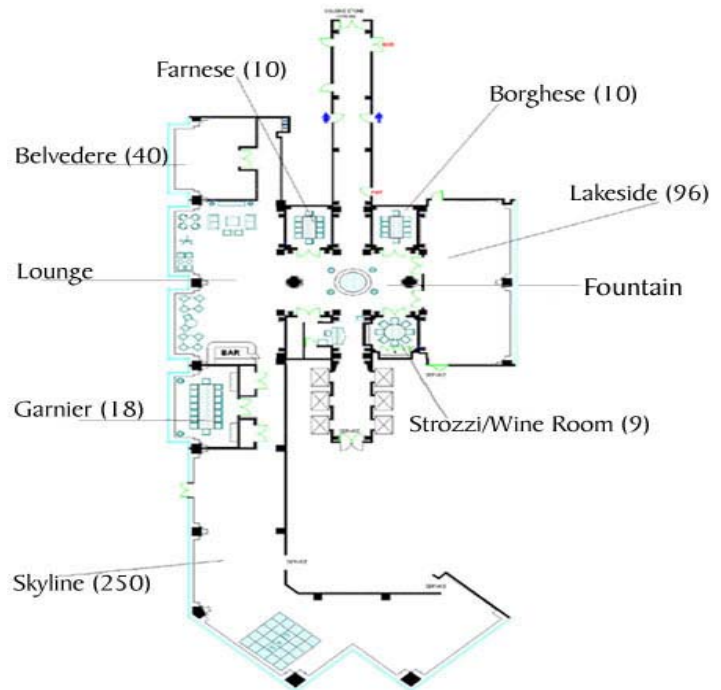


Founded in the tradition of the most prominent American and European Clubs, La Cima was conceived as a distinguished private meeting place.

In the implementation of this concept, special emphasis is placed upon those elements that are the essence of a private club—caliber of membership, quality and consistency of food and service, contemporary decor, and those privileges and amenities which enhance the quality and enjoyment of life.

**Location & Diagram**

La Cima Club on the Top of Las Colinas  
5215 North O'Connor Road  
Suite 2600  
Irving, TX 75039



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## About the Host, Mark J. Silvestri

### ***Professional Profile***

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#### **Key Advisor to CIO • VP, Strategic Enterprise Initiatives • VP, Applied IT Solutions**

*Strategic senior IT executive with proven experience in leading programs from ground zero, developing competitive strategies, and delivering technical and enterprise solutions in the Aerospace & Defense, Automotive, Biomedical, Pharmaceutical and Consumer Products industries. Highly skilled in managing architecture, infrastructure, cost analysis, and finance to increase profits and reduce costs. Passionate leader with a strong ability to build and lead geographically-separated cross-functional teams to achieve crucial company objectives. Strong technical and business acumen regarding areas such as: Business Process Transformation; Secure Collaboration; Enterprise Software Applications(PLM, CAD/CAM/CAE, Data Warehouse, working knowledge of ERP, CRM, MRO, BPI); Deep Technical Knowledge in Database and Applied DB Solutions; and Regulatory Compliance.*

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### ***Career Highlights***

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- Performed entrepreneurial business development at Life Cycle Solutions (LCS) as CEO and Principal Consultant. Grew the business from zero to \$3.5 M in 10 years.
- Collaborated with key team members, individual contributors to executive management, of a Fortune 100 Aerospace and Defense company to develop an enterprise IT strategy to support their business process transformation, including technology roadmaps, detailed plans and solution architecture involving over \$30M in funding.
- Solution architected and program managed a \$4M initiative which transformed a Fortune 500 precision instrumentation company from a paper age engineering environment to an advanced electronic configuration management environment connected to ERP with 50% reduction in ECO processing times. *(LCS)*
- At a Fortune 50 multi-national company, defined and acted as solution architect for a 3 year, multi-phase, \$2.7M business process transformation across three diverse business units involved in both discrete and process industry manufacturing. In addition, performed automation tasks at other Automotive; Aerospace; and Control and Automation divisions of that company. *(LCS)*
- Specified and deploying an advanced Configuration Management solution at a Medical Device Manufacturer for their proton beam therapy device each of which is a 1 million component assembly that occupies a 3 story hospital wing with a particle accelerator included. *(LCS)*
- Early pioneer in the CAD/CAM/CAE and Product Data Management industries helping advance capabilities in mechanical design as well as the management of large assemblies such as offshore platforms and submarines. *(Computervision Corp)*



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### *Core Competencies*

Strategic Planning	Solution Architecture	Program Management
Budgeting	P&L	Problem Resolution
Negotiations	Team Leadership	Risk Management
Cross Industry Sector Experience	Strong Technologist	Effective Communicator

### *Professional Experience*

**Life Cycle Solutions, Inc.**  
**CEO & Principal Consultant**

**1992 to Present**

*\$3.5M Enterprise solutions consulting company.*

Operates the company; attracts new clients; negotiates and closes all vendor alliance contracts; develops software license agreements; and delivers enterprise solutions.

- Grew LCS to be a multi-million company as a pioneer in PLM and now Open Source PLM. Provides consultations, webcasts and seminars on a variety of industry trends and topics.
- Opened and operated a profitable facility in India 2003-2004. With a \$30K investment, returned \$160K in revenues.
- Performed successful contracts in the Aerospace & Defense, Automotive, Precision Instrumentation, Biomedical, Medical Device, Pharmaceutical and Consumer Products industries, with all the key deliverables required for Enterprise projects; collectively over \$150M
- Collaborated with key team members, individual contributors to executive management, of a Fortune 100 Aerospace and Defense company to develop an enterprise IT strategy to support their business process transformation, including technology roadmaps, detailed plans and solution architecture involving over \$30M in funding.
- Achieved the top 5% leadership role at the Gerson Lehrman Group for consulting to their investment banking clients for enterprise software. The top 5% ranking is largely due to client satisfaction in the quality and depth of knowledge conveyed to them.
- Solution architected and program managed a \$4M initiative which transformed a Fortune 500 precision instrumentation company from a paper age engineering environment to an advanced electronic configuration management environment connected to ERP with 50% reduction in ECO processing times.
- At a Fortune 50 multi-national company, defined and acted as solution architect for a 3 year, multi-phase, \$2.7M business process transformation across three diverse business units involved in both discrete and process industry manufacturing. In addition, performed automation tasks at other Automotive; Aerospace; and Control and Automation divisions of that company.

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- Developed the first ever study on Parametric, Variational and Feature-based modeling
- Provides state-of-the-art web simulcasts and seminars on a relevant Applied Information Technology topics

### **Computervision Corp**

**1979 to 1991**

*\$400M CAD/CAM/CAE company.*

#### **Senior Technology Consultant**

Responsible for customer solutions and advisor on key accounts. Advanced from junior programmer to highest technical rank of senior technology consultant.

- Early pioneer in the CAD/CAM/CAE and Product Data Management industries.
  - Advanced mechanical; geographic information systems; and architectural and construction engineering solutions.
  - Key project lead in the first ever commercial Product Data Management(PDM/PLM) system; responsible for client deployments
  - Responsible for many aspects of integrating CAD/CAM/CAE with PDM/PLM especially large assemblies like offshore platforms and submarines
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### ***Technical Skills***

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**Technical Scope of Knowledge:** Business Process Transformation, Secure Collaboration, Service Oriented Architecture, Enterprise Software Applications(PLM, CAD/CAM/CAE, Data Warehouse, working knowledge of ERP, CRM, MRO, BPI,); Deep Technical Knowledge in Database and Applied DB Solutions; and Regulatory Compliance.

**Program Management Scope of Knowledge:** Business Case and ROI, Risk Mitigation Planning, Understand Industry Best Practices – across many industry sectors; configure and lead diverse teams

**Specialities:** Product Life Cycle Management, Open Source PLM, New Product Introduction, Configuration Management, Regulatory and Environmental Compliance Management.

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### ***Education & Professional Development***

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**BS, Biology**

Penn State University

**Courses & Seminars:** Masters of Science Degree Program in Biology at Northeastern University, Management & Technology Training from a variety of institutions.

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### ***Notable Conference and Workshop Presentations***

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**PLM Power Breakfast Series** • *Enabling Secure Collaboration in your Globalization Effort; Using PLM to Solidify your Business Process Transformation (2009)*

**PLM Simulcast Series** • *Gaining Synergies in Mergers and Acquisitions with PLM and SOA; Optimizing Your Product Portfolio; PLM Savings and Investments: The PLM Business Case; How CMII Enables a Successful PLM Implementation; Bringing Open Source to PLM (2006, 2007)*

**Life Cycle Solutions** • *Strategies and Tactics for PLM Decision Makers (2002, 2003; Designing Beyond The Firewall (2001)*

**Management Roundtable Annual Design & Engineering Managers Conference** • *Design Anywhere, Manufacture Anywhere Workshop (1999, 2000, 2001, 2002)*

**General Dynamics Armament Systems** • *Workshop on Methodology for Information Management Project Planning, Business Case, Strategy Alignment, and Cost/Benefit Analysis & Enabling Technology for Virtual Collaboration (2001)*

**ABB** • *Workshop on Methodology for Information Management Project Planning (1999)*

**Honeywell** • *Workshop on Methodology for Information Management Project Planning, Business Case, Strategy Alignment, and Cost/Benefit Analysis (1999)*

**Others Available Upon Request**

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### ***Book and Journal Articles***

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*Silvestri, M. Product Abstraction Evolution by Active Process Facilitators, Vol. 492, pp. 109-125, Lecture Notes in Computer Science: Computer-Aided Cooperative Product Development, MIT-JSME Workshop, D. Sriram, R. Logcher, S. Fukuda (Eds.), Springer-Verlag*

*Silvestri, M. Dual Design Partners in an Incremental Redesign Environment, Chapter 13, Artificial Intelligence Approaches to Engineering Design, C. Tong and D. Sriram (Eds.), Academic Press*

*Kostovetsky, A. and M. Silvestri. A Taxonomy Based Knowledge Representation Technique for Extending the Relational Model. Proceedings of the International Symposium of New Directions in Computing, IEEE 85 CH2134-5, pp 72-79.*