

## News Release

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### **Jaguar Land Rover Executive, John Knight-Gregson, to Join the Keynote Lineup at CIMdata's PLM Road Map™ 2012**

*Presentation will take a look at Jaguar Land Rover's PLM transformation journey.*

Ann Arbor, Michigan, September 4, 2012—CIMdata, Inc., the leading global Product Lifecycle Management (PLM) management consulting and research firm announces that John Knight-Gregson, i-PLM Program Lead at Jaguar Land Rover (JLR), will make a keynote presentation at PLM Road Map™ 2012. The keynote lineup also includes presentations by automotive expert Dr. David E. Cole, Georgia Institute of Technology's Professor Dimitri Mavris, Dana's Frank Popielas, EADS' Tristan Gegaden, CAD Software Entrepreneur Jon Hirschtick, and Ford's Mark Johnson. PLM Road Map 2012 will take place at the Inn at St. John's on October 2<sup>nd</sup> and 3<sup>rd</sup>.

PLM is a very popular concept, vision, or strategy that is designed to deliver improved business capabilities and achieve competitive advantage. Many have embarked on the PLM journey deploying a range of solutions to eliminate waste, reduce time to market, accelerate new product creation, improve collaboration, and open innovation, but few have actually achieved the benefits of "true PLM."

Following its acquisition by Tata Motors and the transition from Ford Motor Company ("Clone and Go" project), JLR inherited inefficient processes and a complex legacy application landscape. Since then, JLR has embarked on a PLM transformation journey to reconnect management to the product by making data more accessible and better related to the virtual product. The i-PLM program was conceived in 2008 as a business transformation program to implement a true PLM solution aimed at creating a "single source of truth." Its outcome will enable business information to be made widely available and reusable with data "created once and used many times." In his keynote presentation, "PLM Transformation: Setting Up the Program Framework," John Knight-Gregson will take PLM Road Map attendees through JLR's PLM transformation story, which has been supported by Tata Technologies. He will describe the key success factors, including a robust program management methodology associated with stakeholder governance to support organizational and cultural changes that are required to transform the business and realize the full business benefits of the new PLM processes.

PLM Road Map 2012 is the must-attend event for industry executives and PLM practitioners globally—providing independent education and a collaborative networking environment where ideas, trends, experiences, and relationships critical to the industry germinate and take root. It is a strategic conference

focused on how companies are successfully employing PLM strategies and enabling solutions to meet challenging product development, manufacturing, and deployment issues. PLM Road Map 2012 is a two-day event that will challenge attendees to shift their current thinking to a new level in a series of presentations focusing on the global transformation of product development and innovation processes. PLM Road Map 2012 is the leading international event that helps companies leverage cross-disciplinary and cross-industry knowledge and feedback to smooth and speed their PLM journeys. For more information on PLM Road Map 2012, visit our website at:

[http://plmforesight.cimdata.com/index.cfm?content=include\\_conference12.cfm](http://plmforesight.cimdata.com/index.cfm?content=include_conference12.cfm)

### **About John Knight-Gregson, i-PLM Program Lead at Jaguar Land Rover**

John Knight-Gregson is the i-PLM Program Lead accountable for PLM vision and strategy at Jaguar Land Rover (JLR). John is responsible for delivering the new PLM solution (with Dassault Systèmes' V6 at its core), known as i-PLM. John has had a long engineering career at Jaguar Land Rover (30 years), starting in Power Train Design and Development, progressing to managing CAD and CAE, running PD IT, being the JLR PMTI (Process, Method, Tools, Information) voice into Ford, managing the Tools and Technology group, and designing and delivering the JLR PLM Strategy across the company.

John was instrumental in his previous roles in delivering robust quality business-driven PMTI solutions. He was also a key player in ensuring operation continuity during the ownership transition from Ford to Tata Motors.

John has a B.Sc. in Mechanical Engineering from Salford University and whilst with Jaguar Cars he obtained a master's in Advanced Technology from Aston University.

### **About CIMdata**

CIMdata, a leading independent worldwide firm, provides strategic management consulting to maximize an enterprise's ability to design and deliver innovative products and services through the application of Product Lifecycle Management (PLM) solutions. Since its founding in 1983, CIMdata has delivered world-class knowledge, expertise, and best-practice methods on PLM solutions. These solutions incorporate both business processes and a wide-ranging set of PLM-enabling technologies.

CIMdata works with both industrial organizations and suppliers of technologies and services seeking competitive advantage in the global economy. In addition to consulting, CIMdata conducts research, provides PLM-focused subscription services, and produces several commercial publications. The company also provides industry education through PLM certificate programs, seminars, and conferences worldwide. CIMdata serves clients around the world from offices in North America, Europe, and Asia-Pacific. To learn more about CIMdata's services, visit our website at [www.CIMdata.com](http://www.CIMdata.com) or contact CIMdata at: 3909 Research Park Drive, Ann Arbor, MI 48108, USA. Tel: +1 (734) 668-9922. Fax: +1 (734) 668-1957; or at Oogststraat 20, 6004 CV Weert, The Netherlands. Tel: +31 (0) 495 533 666.