



Product Platform Workshop -  
an **INCOSE New England Chapter** event  
Virtual Edition  
June 4, 2021

## Agenda

8:30	9:00	Course Overview & Intros
9:00	10:00	Platform Fundamentals
10:00	10:30	<i>Break / Virtual Café</i>
10:30	11:00	Platform Benchmarking
11:00	12:00	Activity: Commonality Assessment
12:00	13:00	<i>Lunch / Virtual Café</i>
13:00	14:00	Platform Strategy
14:00	14:30	Activity: Medical Devices
14:30	15:00	<i>Break / Virtual Café</i>
15:00	16:00	Managing Platforms
16:00	16:30	Activity: Prioritization
16:30	17:00	Wrap up / Virtual Café

## Presenters



### **Dr. Bruce Cameron, Partner**

Bruce Cameron is a Partner with Technology Strategy Partners, where he leads our automotive and medical devices practices. He has worked with more than 60 Fortune 500 firms in high tech, aerospace, transportation, and consumer goods, including BP, Dell, Nokia, Caterpillar, AMGEN, Verizon, and NASA. Dr. Cameron has taught system architecture and technology strategy at the Sloan School of Management and in the School of Engineering at MIT. Previously, Dr. Cameron worked in high tech and banking, where he built advanced analytics for managing complex development programs. Earlier in his career, he was a system engineer at MDA Space Systems, and has built hardware currently in orbit. He is a past board member of the University of Toronto.



### **Dr. Tim Simpson, Partner**

Timothy Simpson is a Partner with Technology Strategy Partners, where he leads our consumer products and white goods practices. He has collaborated with more than 30 companies, including B/E Aerospace, Black & Decker, Bosch, Carrier, Electrolux, Flowserve, GE, LG Electronics, Lutron, Philips Medical, United Technologies, and Whirlpool. He has engaged more than 750 practicing designers, engineers, product managers, project managers, and executives from more than 100 firms in past workshops. Dr. Simpson has taught mechanical and industrial engineering Penn State, Georgia Tech, and MIT. He is a recipient of awards for excellence in research and teaching from ASME, AIAA, ASEE, and the National Science Foundation.