

SPEAKER BIOGRAPHIES

Design and Build Products for Profit: An Educational Session for SMB Executives

February 25, 2010

Wayne, PA



Thomas Shoemaker, Vice President of Solutions Marketing, PTC

Six Ways to Make Money

Thomas Shoemaker is VP of product marketing at PTC. In his current position, Mr. Shoemaker is responsible for developing content, product positioning, and messaging for PTC's software solutions including Windchill, ProductView, Pro/ENGINEER, InSight, and the PTC Product Development System. Mr. Shoemaker also handles communication of PLM messages to customers, industry/financial analysts, and press. He has authored numerous articles for industry publications, and has spoken on the topic of PLM at industry and trade events.

Experience

Since joining PTC in 1992, Mr. Shoemaker has held various positions in technical presales, R&D, and marketing. Prior to PTC, Mr. Shoemaker worked as a process engineer for Boston-based semiconductor test equipment supplier, Teradyne.

Education

Mr. Shoemaker attended Babson College, where he earned his master's of business administration, Summa Cum Laude. He received a bachelor's degree in mechanical engineering from Rensselaer Polytechnic Institute.



Michael Distler, Director of Product Marketing, PTC

Product Development Solutions for Small and Medium Businesses

Michael Distler is director of product marketing at PTC. In his current position, Mr. Distler is responsible for developing content, positioning, and messaging for PTC's Windchill and ProductView product lines.

Experience

Mr. Distler was previously responsible for developing content, positioning, and messaging for PTC Global Services and PTC University.

Previous to joining PTC in 2006, Mr. Distler worked for Brooks Software where he held positions in product management, product marketing and consulting services. Previous to that, he worked for ten years in the manufacturing software industry; holding positions in consulting services, technical pre-sales and customer support. He started his career as a manufacturing engineer for a defense electronics system manufacturer.

Education

Mr. Distler attended the University of Michigan, where he earned his master's degree in Mechanical Engineering. He received a bachelor's degree in mechanical engineering from the University of Rochester.



Dennis Sauro, Director of Product Design, Kensey Nash Corporation

From Art to Part: PTC Product Development System

Dennis Sauro is the Director of Product Design at Kensey Nash Corporation. Kensey Nash Corporation is a medical device company known for providing innovative product development and advanced technology in our industry for a wide range of medical procedures. In his current position, Mr. Sauro is responsible for providing design support for all Endovascular product lines.

Experience

- Lead utilization of virtual design models and testing via FEA and Fluids Analysis.
- Provided guidance in materials selection and optimizing design of injection molded or machined part and assemblies insuring the highest degree of manufacturability.
- Lead utilization of dimensional/tolerance stack-up analysis.
- Perform design testing utilizing worse case dimensional conditions, which in turn would be used to determine the final design specification.
- Designed micro-scale maceration tip, fluid safety shut-off system, high-speed drive assembly, heat management system and high-speed shaft sealing system.
- Managed all aspects of the Pro/ENGINEER systems (30 User Licenses, Pro/NC, Pro/Tool Design, Mechanica, Pro/BMX, Pro/MDO, Pro/ISDX and cfDesign).

Since joining Kensey Nash Corporation in 1998, Mr. Sauro has held various positions in Design Engineering including: Program Manager, Senior Design Engineer, and Design Group Manager. Prior to Kensey Nash, Mr. Sauro worked as a Mechanical Engineer for Spatial Metrix Corporation and FARO Technologies.

Patents

- #7,226,425 and 7,004,914: Crimp and cut tool for sealing and unsealing guide wires and tubular instruments.
- #7,048,696: Guide-wire mounted balloon modulation device and methods of use.
- #6,869,417: Tool for facilitating the connecting of a catheter or other tubular member onto a guide-wire without access to the ends of the guide-wire.

Education

Mr. Sauro attended Camden County College for CAD/CAM Mechanical Design and Camden County Vocational School.



Garry Hoffman, Vice President of Sales at 3 HTi, LLC
3HTI PLM Case Study

Garry Hoffman is the VP of Sales and Managing Director at 3 HTi, LLC. 3 HTi, LLC is a full-service sales and services firm that provides expertise in Product Life Cycle Management (PLM). The 3 HTi Product Portfolio includes: Pro/ENGINEER, Windchill, Mathcad, Arbortext, CoCreate, NC Simul, and Solido SD300 Pro 3D Printers.

3 HTi supports its customers through: class-room based training, on-site support, implementation services, software maintenance, engineering services and staffing solutions.

In his current position, Mr. Hoffman is responsible for managing the 3 HTi sales team and is a vital source in the day-to-day operational management for 3 HTi and its staff of 75+ employees.

Experience

Since joining 3 HTi in 2002, Mr. Hoffman has held the VP of Sales position. Prior to 3 HTi, Mr. Hoffman worked as an Area Vice President of Sales for Aprimo, Inc., a software company involved with enterprise marketing management. Prior to this, he held the position of Regional Director for PTC. During his tenure at PTC he earned 9 consecutive President's Club Awards for outstanding sales achievement. Before joining PTC he held positions as an Industrial Designer involved in the design of Imaging and Medical Equipment at DuPont Corporation and other firms.

Education

Mr. Hoffman holds a Bachelor of Science Degree in Industrial Design from the University of Bridgeport.