



ETM

Department of Engineering and Technology Management

Technology Management Seminar Series

Graduate Seminars - Fall 2009



Laila Hurr
Vice President, PRION USA

Background:

MS in Mechanical Engineering,
Portland State University

BS in Mechanical Engineering,
San Diego State University

*Laila is named Distinguished
Engineering Alum for her
contributions to the industry,
community and university by
Portland State University*

Seminar Topic:

**Product Lifecycle Management - The Fundamentals of Managing
Product Information**

Abstract:

- Nature of Business Systems on managing business information
- Definition of Product Lifecycle Management (PLM)
- Business drivers that are tied to PLM and the functional components of PLM
- Corporate adoption of PLM and IT Projects involving PLM

About Laila Hurr:

Laila Hurr has over 15 years experience in the PLM industry. Laila has worked with dozens of large and mid-sized manufacturing companies on developing their PLM requirements, establishing the business case for their executive management, and providing program management for PLM deployments.

From her work with PCB (printed circuit board) and semi-conductor equipment manufacturers she is intimately familiar with the specialized needs of the high-tech/electronics industry and applicable regulatory requirements, especially WEEE and RoHS. In addition, Laila is counted among the top 30 global specialists for UGS? Ideas to NX and TDM to Team center migrations. Laila serves as the Vice President PRION USA for PRION Group <<http://www.prion-group.com/>> a PLM Services company headquartered in Stuttgart, Germany.

Day: October 29, 2009

Time: Noon – 1 pm

Room: [Unitus Bldg. 203](#)
2121 SW 4th Avenue
Portland, OR 97201

