“Focus on the Future”
Automotive Research Conferences

The Business of IT: Transforming the Organization and the Vehicle

Wednesday, September 15, 2010
9am to 4:30pm
University of Michigan, The Michigan League, Michigan Ballroom (2nd Floor)
911 North University Avenue, Ann Arbor, MI 48109-1265

Conference Agenda

8:30 am  Registration and Continental Breakfast

9:00-9:15 am  Bruce Belzowski, Assistant Research Scientist, University of Michigan Transportation Research Institute, will introduce the key issues and moderate the conference.

Transforming and Globalizing the Organization

9:20-9:45  Raghu Padmanabhan, Director - Process Engineering, General Motors Corporation, will discuss his company’s progress in providing functional support for all of GM’s global entities as well as his work on GM’s global PLM process.

9:50-10:15  Deborah deBoer Henderson, CIO, ArvinMeritor Corporation, will talk about how her company’s approach to IT management and some of their current initiatives.

10:15-10:25  Break

10:25-10:50  Robert Cole, Professor Emeritus, Hass School of Business, University of California, Berkeley, will discuss his research on comparing U.S. and Japanese companies’ use of enterprise applications.

10:55-11:20  David Taylor, Senior Director, Automotive and Machinery Marketing, Siemens PLM Software, will provide insight into how companies are using PLM to manage the increased complexity of system engineering in alternative vehicles.

11:25-Noon  Q & A
Noon to 1:30pm  Lunch Break

Transforming the Vehicle

1:30-2:00pm  Tom Schaffnit, President, VII Consortium, will discuss his collaborative efforts among nine automotive manufacturers that focus on the deployment of wireless vehicle to vehicle communications for crash avoidance safety.

2:05-2:35pm  T.J. Giuli, Research Engineer, Ford Motor Company, will provide insight into the future of in-vehicle infotainment, using his experience with Ford's Infotronics Research & Advanced Engineering team and Ford's American Journey 2.0 in-car connectivity project with students from the University of Michigan in Ann Arbor.

2:35-2:45pm  Break

2:45-3:15pm  Ryan Eustice, Assistant Professor, University of Michigan will talk about his research on autonomous vehicles, especially on how robots can autonomously navigate and map their environment, recognizing previously visited places much as a human would.

3:20-4:00pm  Q & A

4 pm  Conference Adjourns

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