

INCOSE Webinar 17, 17 February 2010 Introducing Systems Engineering Principles to the Commercial Product Development Cycle

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There is enormous potential benefit to be gained by using even the most basic Systems Engineering methods within the Commercial Product Development Cycle. Unfortunately, that potential benefit is often obvious only to those with a current Systems Engineering background- in other words, *virtually none* of the key decision makers who currently control Commercial sector development effort are in a good position to understand what you want to accomplish.

The practical challenge to success is therefore twofold. First, to select suitable methods matched to specific design needs, and second, to earn the necessary time and resource "permission" to actually apply them. The first part is relatively easy, but the second part is often maddeningly difficult and the skill that will ultimately determine your success or failure as an SE in the Commercial Sector.

Please join us for a one hour Webinar that will not only explain what works, and why, but also equip you with valuable strategies for gaining support from Commercial Sector decision makers.

Randall C. Iliff



Mr. Iliff has over 30 years experience working on developmental projects ranging in size from a few thousand to well over a billion dollars, and has participated in all phases of project execution from proposal to close out. He is currently the Senior Systems Engineer and Director of Strategic Innovation, supporting Bjorksten | bit 7 clients with a range of services, including product design, project management, process refinement, and training.

He earned his BS in Engineering / Industrial Design from Michigan State University, holds an MS in Systems Management, Research and Development from the University of Southern California, and received Honorary Fellow appointment at the University of Wisconsin Antarctic Astronomy and Astrophysics Research Institute when he served as the Systems Engineering Manager for the ICECUBE project.

He began his career in the McDonnell Douglas Advanced Design Group working on hypersonic aircraft and missile systems, and is particularly experienced with guiding technically challenging commercial New Product Development efforts. He has helped clients such as Motorola,



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Honeywell, Qualcomm and many others to plan, establish, refine and confidently execute projects ranging from single product subsystems to entire product families.

Mr. Iliff is a charter member of the International Council On Systems Engineering (INCOSE), founder / prior Chairman of the INCOSE Commercial Practices Working Group, and a member of the Project Management Institute (PMI).

He is a frequent speaker, and has developed and conducted thousands of hours of training covering all aspects of enterprise wide system excellence. He is the Developer, Subject Matter Expert and Master Instructor for three intensive Motorola University programs that are conducted worldwide. He has spoken before groups as large as 1,200 people, been the Keynote Speaker and Master of Ceremonies for various events, and is well known for conveying not only useful information but his unique passion for the topic.

In 2005 he won top presentation honors at the annual Telelogic User Group Conference for his work "*The Ironic Art of Negotiating With Your Own Management for a Chance to Save Them*". In 2007 he presented the paper titled "*A Question of Context - The Promise and Peril of Applying Manufacturing Concepts to Product Development Effort*" at the Management Roundtable Conference on Product Development Metrics. In 2009 he delivered the Keynote Address at the University of Wisconsin Innovation Days Award Ceremony.