



**Michael M. Campbell**  
**Executive Vice President, CAD Segment**

Michael (Mike) Campbell is Executive Vice President, CAD segment at PTC. In this role, Mr. Campbell has responsibility for the leadership and financial management of PTC's CAD market segment including market analysis, solution definition, solution marketing, and strategic business and customer development activities.

**Experience**

Mr. Campbell most recently served as the divisional general manager, CAD segment at PTC. He was previously the divisional vice president of product development for the PTC Creo® design and visualization family of products, responsible for overseeing R&D and Product Management activities, including product strategy, requirements definition, software product delivery and quality.

Since joining PTC in 1995, Mr. Campbell has held several positions in development, product planning and technical marketing. Previous responsibilities encompass R&D and Product Management of the Arbortext product family and the Product Management of PTC's desktop products, including creation, improvement, competitiveness and quality of Pro/ENGINEER®, CoCreate® and Mathcad®. He's been involved in many aspects of planning, designing and developing specifications for improvements to Pro/ENGINEER, addressing the business requirements of discrete manufacturers. Prior to joining PTC, Mr. Campbell worked at GTech in the construction and redesign of prototype units.

Mr. Campbell has spoken at various product development and manufacturing industry events on topics such as creative product design, mechanical design and CAD/CAM software development.

**Education**

Mr. Campbell attended Boston University where he earned a bachelor's degree in mechanical engineering.