



**Brian Shepherd**  
**Executive Vice President, PLM and SCM**

Brian Shepherd is executive vice president, Product Lifecycle Management (PLM) and Supply Chain Management (SCM) market segments at PTC. In this role, Mr. Shepherd has responsibility for the leadership and financial management of PTC's PLM and SCM market segments including market analysis, solution definition, solution marketing, and strategic business and customer development activities.

**Experience**

Mr. Shepherd most recently served as executive vice president of product development for PTC. In this role, Mr. Shepherd was responsible for product management, design, development, testing, and delivery for PTC's Windchill® product lifecycle management software and the Creo™ design and visualization family of products. Since joining PTC in 1996, Mr. Shepherd has held positions in product management for simulation products and the MCAD product portfolio. Prior to PTC, Mr. Shepherd served for ten years at Nortel Networks as a member of the scientific staff and a manager of product integrity.

Mr. Shepherd is a frequent speaker at industry events worldwide such as National Manufacturing Week, the American Society of Mechanical Engineers (ASME) Research Development and Design Expo, the Product Development Summit, the Innovation Leadership Summit and the Global OEM Automotive Meeting. He has spoken on the importance and future of product development and product lifecycle management to thousands of product development professionals around the world.

**Education**

Mr. Shepherd attended University of Michigan, where he earned his bachelor's degree in mechanical engineering. He also participated in post-baccalaureate studies in management science at North Carolina State University. Mr. Shepherd is a registered Professional Engineer.