PTC®

Brian Shepherd
Executive Vice President, Enterprise Segments

Brian Shepherd is executive vice president, Enterprise Segments at PTC. In this role, Mr. Shepherd has responsibility for the cross-segment leadership and financial management of PTC's Product Lifecycle Management (PLM), Service Lifecycle Management (SLM), Application Lifecycle Management (ALM) and Supply Chain Management (SCM) market segments.

Experience

Prior to assuming the broader cross-segment leadership role, Mr. Shepherd led PTC's PLM, ALM and SCM market segments with responsibilities including market analysis, solution definition, solution marketing, and strategic business and customer development activities. Mr. Shepherd previously served as executive vice president of product development for PTC. In this role, he was responsible for product management, design, development, testing, and delivery for PTC Windchill® product lifecycle management software and the PTC 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.