

# MAE Seminar Series

## Evolution of CAD to CAx to Product Lifecycle Management Applications

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### **Abstract**

The CAD industry has undoubtedly transformed the engineering landscape forever. It has changed the way people exchange ideas, engineer their products, and ultimately conduct business. In today's business environment the mandate is "do more with less" and CAD software has certainly supported this management directive. Tailored to engineers with experience in the CAD industry, this presentation will review the history of the CAD industry while highlighting the evolution from CAD to CAx to Product Lifecycle Management applications. The expansion of hardware / software technology will be discussed, as well as their impact on "Knowledge Based Engineering" concepts. Examples will be introduced which show the impact that CAD has not only had on the bottom line of engineering businesses today, but also how it has affected the traditional role of the engineer. Finally, the staggering growth of the CAD industry and new opportunities it has created will be discussed.

### **Bio**

Rick Licursi joined Siemens PLM Software in April, 1999. Since that time he has served as an Engineering Applications Analyst and Technical Team Manager supporting Delphi Automotive Systems. Currently, Rick is a part of the Siemens PLM CAE Center of Excellence whose responsibilities include implementing modeling best practices while focusing on the integration of NX CAE tools in the product design cycle. Rick received Bachelor of Science degrees in both Mechanical and Aerospace Engineering in 1995 and his MBA in 2002 from the State University of New York at Buffalo.

**104 Knox Hall  
Thursday, September 10th, 2009  
3:30 pm – 4:30 pm**

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