

# 2 0 0 3 A n n u a l C o n f e r e n c e

Leading the Recovery: *Driving Growth Through New Product Development*

**Keynote: Guy Kawasaki**  
"Leading the Recovery: Rules for Revolutionaries"

May 15, 2003  
Oracle Conference Center  
Redwood Shores

\$125 National PDMA Members  
\$175 Non-members

Join us and probe various aspects of creating new sources of revenue and uncovering opportunities for increased efficiency in product development.

A multi-track approach allows us to offer both strategic and tactical hands-on content for attendees. We will explore how innovation, process, technology, and customer awareness can help you to differentiate your products and add value for your customers.

Learn strategies and techniques for addressing the current business environment



Discover how local companies are gaining efficiencies and driving growth



Hear what's on the minds of leading experts in new product development

## Conference Schedule

10:30 - 11:00 registration		
11:00 - 11:15 welcome		
11:15 - 12:15 <b>Keynote:</b> Leading the Recovery: Rules for Revolutionaries Guy Kawasaki		
12:15 - 12:45 lunch		
12:45 - 1:45 <b>ORACLE®</b> The PLM Edge: How Technology is Being Used to Drive Growth Kurt Robson, Vice President of PLM and Chief Applications Architect		
<b>Track 1: Strategic</b>	<b>Track 2: Interactive</b>	<b>Track 3: Technology</b>
1:45 - 2:45 Achieving Faster Time To Market in an Increasingly Complex World Joe Neipp, National Semi-conductor	1:45 - 2:45 It's all in the Execution: Linking Strategic Roadmaps to Tactical Workplans Luke Hohmann, Consultant	1:45 - 2:45 Using Technology to Drive a Better NPD Process Noel Ellis & James Davies, The Future State
2:45 - 3:00 break		
3:00 - 4:00 Driving Growth by Creating Great Products Marty Cagan, Former VP Product Management at eBay and AOL	3:00 - 5:00 PRTM Workshop: So Many Projects, So Few Resources Aritomo Shinozaki, PRTM	3:00 - 4:00 Do You Really Need a Lamborghini? and Other Tough Lessons of Solution Adoption Don Hardenbrook, Intel
4:00 - 5:00 Mapping Strategy to the Customer Experience at Crayola Justin Knecht, Crayola & Jesse James Garrett, Adaptive Path		4:00 - 5:00 Leveraging Virtual Teams in a Distributed World Garry Orsolini, HP
5:00 - 6:00 closing reception and networking		



NorCal PDMA is pleased to have Oracle as the exclusive sponsor of our 2003 Annual Conference.