

INCOSE Chicagoland Chapter 3rd Annual Summer Special Event



Topic: “The Innovation Engine that Drives SE”

Presenter: Randy Iliff, Vice President of Insight Services, Bjorksten | Bit 7

Date: Thursday, July 18th, 2013

Agenda: 6:00-6:30 p.m. CDT – Dinner & Networking
6:30-6:45 p.m. CDT – Introductions & Announcements
6:45-8:00 p.m. CDT – Special Presentation and Q&A
8:00-8:30 p.m. CDT – Showcase and Tour

Join us at the IBM-sponsored Social afterwards at the Great Dane Pub (876 Jupiter Drive, Madison, WI).

Locations:

1. **Madison, WI** – Bjorksten | bit 7, 7 Fen Oak Ct., Madison, WI 53718 (Mendota Conference Room)
2. **Schaumburg, IL** – IBM, 10 N. Martingale Dr., Schaumburg, IL 60173 (2nd Floor Conference Room)
3. **Lake Forest, IL** – Hospira, 375 N. Field Drive, Building H3, Lake Forest, IL 60045 (1st Floor R&D Innovation Conf Rm)

Abstract

Businesses worldwide are desperately seeking ways to sustain product lines and build future opportunity. That desperation is nowhere more vividly evident than in the constant series of “seminar of the month club” fads that move into and out of the limelight. Nearly all are well intentioned, most have at least something of value, and yet none deliver even a fraction of the manageable, predictable “innovation on demand” performance industry is seeking. SE professionals have known for decades that our body of methods includes a powerful capacity to bring complex systems to life – systems tuned precisely to a set of articulated needs and defensibly optimized given available options for implementation. We’ve also known that our practice is a tough sell to those who see only apparent complexity and up-front cost – the same audience desperately searching for innovation solutions.

About Our Speaker

Mr. Iliff has over 30 years experience working on projects ranging in size from a few thousand to well over a billion dollars, and has participated in all business phases from start-up through close out. He is currently the VP of InSight Services at Bjorksten | bit 7, where he helps clients maximize market potential through business and strategic planning, product / technology roadmapping, project management, systems engineering, and continuous process improvement. He earned his BS in Engineering / Industrial Design from Michigan State University, holds an MS in Systems Management, Research & Development from the University of Southern California, and was extensively mentored in technical leadership during past employment at McDonnell-Douglas, Martin-Marietta and Motorola. Mr. Iliff is a charter member of INCOSE, founder / prior Chairman of the INCOSE Commercial Practices Working Group, and a member of the Project Management Institute (PMI). He is well known for passionately conveying uncommonly useful information. He is currently launching a series of unique courses that enable engineers to quickly translate core engineering skills into a solid basis for mastery in adjacent fields such as Project Management, Innovation, and Proposal Strategy.

Questions?: For more information, go to <http://www.incose.org/Chicagoland/>.