



APTA SE + INCOSE TWG + INCOSE UK RIG

2021 Joint Monthly Membership Meeting & Webinar Series

Thursday, January 21, 2021
2:30pm – 3:30pm ET

Lessons Learned: Project Organization Design, Systems Engineering and Organization Change Management

This presentation discusses organization design and functionality aspects related to execution of large infrastructure transit and rail projects in the US and Canada. The risks of getting this wrong at the outset of a proposal, where teams are often formed, is significant and can cause the project to fail or to greatly diminish profits for the suppliers and performance for the asset operators and asset owners. Solutions are presented in the light of lessons learned.

Topics to be Discussed:

- Understand the “System” terminology being used every day
- Discuss Rail System Complexity vs. Traditional Civil Engineering Approach
- Acknowledge Large Project Organizational Complexity
- Discuss Four Primary Organization Peers
- Design the Organization - Need for Balance and Oversight
- Stakeholder Engagement
- Change Alerts
- Communications

Presenters:

Dale Brown - Co-Chair, INCOSE Transportation WG and Configuration Management WG



Dale Brown joined Hatch in 2019 as Director, Systems Engineering bringing 37+ years of Transit and Rail experience. He is a licensed professional engineer with extensive R&D, design, management, and business development experience.

Dale has travelled to forty-seven countries and has further been awarded a number of design patents in the rail sector for rolling stock control systems. Dale has acquired expertise in digital electronics design, software development and embedded control of specialty equipment, mining, heavy construction, military, and rail vehicles throughout the US, Canada, South America, and Europe.

Dale is co-chair of the INCOSE Transportation Working Group and co-chair of the INCOSE Configuration Management Working Group. Dale is also the relationship manager for the APTA/INCOSE cooperative agreement and is the current chair of the APTA Systems

Engineering Subcommittee.

*NOTE: This meeting will be recorded and uploaded onto INCOSE YouTube Channel.
By participating in this meeting, you agree that your communications will be recorded at any time during the meeting.*



Carlos Ortega - System Integration Manager, Hatch

Mr. Ortega studied engineering at Florida International University and obtained a Bachelor of Science degree in Industrial Engineering and Technology, 1980 – 1983. In 1996 he took a position at Miami-Dade Transit as a Paratransit Support Specialist. There, Mr. Ortega progressed to Senior Operating Systems Programmer, a position he held for 18 years; during that time that Mr. Ortega developed his passion for Transit. From 2012 to 2020, Mr. Ortega worked for the Metropolitan Rapid Transit Authority in Atlanta, Georgia, where he started as a Communications Engineer moved through the ranks to hold the Director of Systems Engineering position. Mr. Ortega joined HATCH in 2021 as System Integration Manager. Mr. Ortega has over 30 years of experience in engineering and project management. 25 years of experience in Systems Engineering, Train Control, Traction Power, Computer Operations, Network Management, Programming, Transit, and Government. Mr. Ortega is a Member of APTA and INCOSE.



Bridgette Beato - Founder, Lumenor & Vice-Chair APTA SE Subcommittee

Bridgette founded Lumenor Consulting Group in 2007 to focus on the growing challenges related to systems engineering, organizational change management and process transformation in the transportation industry.

Bridgette has gathered experience in organizational change management, communications, business process transformation, systems engineering, systems integration, facilitation and system selection and design in

Bridgette is vice-chair of the APTA Systems Engineering Subcommittee and a member of the INCOSE Transportation Working Group

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Upcoming 2021 Joint Monthly Membership Meeting & Webinar Dates

Feb	Mar	Apr	May	Jun	Jul	Aug
18	18	15	20	17	15	19

Joining the Webinar



Please refer to the meeting notice on the next page for call-in information.

INCOSE TechOps-Applications is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://incose-org.zoom.us/j/91343796660?pwd=SE5mRFBsUGVldGMwL3FWZGRTZDI Bdz09>

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Find your local number: <https://incose-org.zoom.us/u/ad0swQiopi>

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