



**SPCEA**  
SOCIETY OF PRODUCT COST  
ENGINEERING AND ANALYTICS

# 2021 Cost Engineering Conference:

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**COST OPTIMIZATION,  
ESTIMATING, AND CONTROLLING  
IN THE WORLD OF UNCERTAINTY**

November 17-18, 2021



For more information and to register, please visit:  
<https://spcea.org/2021-virtual-conference/>

# ABOUT SPCEA

## Experience you can count on

The Society of Product Cost Engineering and Analytics is the only non-profit organization that specifically focuses on the needs of cost engineering professionals within the manufacturing industry. We are passionate about providing training, certification, information sharing, job boards, and networking opportunities for cost engineering professionals.

SPCEA believes that increased awareness and knowledge of cost engineering within manufacturing will lead to improved accuracy of cost estimates and analysis, better organizational cost control, and highly cost optimized products. This, in turn, will lead to higher levels of industry profitability and increased employment.

As a 501(c)(6) non-profit organization, SPCEA's income is reinvested into the organization to create more content and services. We encourage your contributions in support of this great cause. We rely heavily on volunteers to maximize value to our members. You do not need to be an engineer to get involved. We hope you will join us!!

### Our Mission



The Society of Product Cost Engineering and Analytics is a 501(c)(6) non-profit organization dedicated to

promoting awareness and knowledge of cost engineering and analytics in the manufacturing of products, thereby enabling improved industry profitability and increased employment that result in the betterment of society.

### Our Vision



To be the prominent global hub of cost engineering and analytics knowledge sharing by establishing foundational

standards, providing education and certification, and driving thought leadership within manufacturing industries.

#### Contact us:

#### MAILING ADDRESS

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# KEYNOTE speaker

## Rob Lidster

GE Appliances  
Chief Procurement Officer  
USA

GE Appliances' Vice President and Chief Procurement Officer Rob Lidster will deliver the SPCEA 2021 Conference keynote address, discussing strategic sourcing using cost knowledge, the challenges of cost engineering within an unpredictable business environment, and more.

Rob Lidster is responsible for the procurement and sourcing function at GE Appliances – a Haier company, where he champions the acceleration of profitable growth while driving efficiency, reducing spend, improving stakeholder buy-in, and enabling value creation and overall total cost competitiveness. Additionally, Rob represents GE Appliances on Haier's Global Sourcing Council, focused on identifying and realizing synergies across the businesses and ensuring a standardized set of best-in-class procurement practices across the company.

Previously, as the Senior Vice President of Shared Services at Entergy, Rob was responsible for Supply Chain, Facilities and Administration, HR Operations, Finance Operations, and Business



Transformation Office (BTO). Prior to Entergy, he was Chief Procurement Officer and VP Operational Excellence at Energy Future Holdings. During his tenure, Rob had leadership responsibilities over Strategic Sourcing, Procurement, Warehousing, Materials Management, Asset Management and Operational Excellence. Rob brings over 25 years of experience in the global supply chain, procurement, and operational excellence roles within private equity, energy/utility, hospitality, cruise lines, musical instruments, and automotive industries.

Rob holds a master's degree in business administration from Wayne State University and received his Lean Six Sigma Black Belt certification from Ford Motor Company.

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# EXPERT speakers



**Chris Domanski**  
President, SPCEA  
Senior Costing Manager, Faurecia  
USA



**Jeff Miller**  
President  
Senolia Engineering Solutions  
and SPCEA Secretary/Treasurer  
USA



**Dr. Bob Mills**  
President  
ACostE  
UK



**Emmanuel Mary**  
Head of Delivery  
Price®  
USA



**Suresh Palaniswamy**  
Engineering Group Manager –  
Electrification Cost Optimization  
General Motors  
USA



**Dave Tween**  
Head of Automotive Segment  
Price®  
USA



**Nis-Peter Iwersen**  
Owner  
NP Iwersen Consulting  
Germany



**Chris Jeznach**  
Senior Manager, Product Marketing  
aPriori  
USA



**Pradeep Seneviratne**  
President  
Campfire Interactive  
USA



**Ralf Altpeter**  
Partner  
Umlaut  
Germany



**Jeoff Burris**  
Founder and Managing Partner  
Advanced Purchasing Dynamics  
USA



**Alex Swoboda**  
CEO  
FACTON  
Germany



**Michael Betz**  
CEO and Managing Partner  
Advanced Purchasing Dynamics  
USA



**John Monica**  
Portfolio Development Executive  
Siemens  
USA



**Robert Hurley**  
Senior Manager, Value Chain  
Bose Corporation  
USA



**Javier Masini**  
Partner at RHA LLC and Past Director of  
Education at SAVE International  
USA



**Matt Smith**  
President/CEO  
3C Software  
USA



**Dan Sharkey**  
Co-Founder and Managing Partner  
Brooks Wilkins Sharkey & Turco, PLLC  
USA



**Rich Buttrey**  
Senior Manager – Cost Estimation  
Lucid Motors  
USA

NOVEMBER 17, 2021

# day 1

## INTRODUCTION

### 8:00 **Introduction by SPCEA President**

*Chris Domanski, SPCEA President*

Chris Domanski, President of SPCEA, Senior Costing Manager at Faurecia, and author of “Cost Engineering” and “The Cost”, will discuss SPCEA and its offerings. From humble beginnings in 2020, learn about SPCEA’s training and certification online modules and how SPCEA is trying to raise awareness and knowledge of cost engineering methodologies through such events as its first ever conference just one year after launching as a nonprofit organization.

## KEYNOTE SPEAKER

### 8:30 **Cost engineering in the world of uncertainty**

*Rob Lidster, Chief Procurement Officer, GE Appliances*

Listen to Rob Lidster, the CPO at GE Appliances, kick off the conference with his thoughts about the importance of cost engineering in Procurement. Rob will share his experiences, including the challenges of the last few years, such as China tariffs, COVID shutdown, post COVID restart, raw material price volatility, and electronic component shortages.

### 9:00 **Project/program controlling during the product development process**

*Dr. Bob Mills, President, ACostE*

We have all heard the philosophical question of which came first, “chicken or the egg”. The fact of the matter is that the idea came first, and all too often Cost Engineering is adopted as an afterthought, often in an attempt to ‘recover’ the Project/Program. In the material being presented Cost Engineering and its modern sister Margin Engineering will be brought to the immediate post idea and together they will inform the Project/Program Control throughout the development process.

### 9:30 **Cost engineering in electrification**

*Suresh Palaniswamy, Engineering Group Manager – Electrification Cost Optimization, General Motors*

The world of Electric Propulsion is evolving at a faster rate than ever! The desire to make early component selections in the development process necessitates the need for credible cost guidance, even when inputs may be ambiguous. High component costs along with compressed timing add to the complexity. Suresh Palaniswamy, Manager of Electrification Cost Engineering at GM, will discuss ways in which the team deals with these issues. Easier said than done!!

### 10:00 **The Corona Crisis: How can companies take actions on supply chains to build resilience against future shocks?**

*Nis-Peter Iwersen, Owner, NP Iwersen Consulting*

There are still significant supply disruptions to supply chains, as well as packaging, metal, and raw materials. Lead-times are continuing to extend with most products affected and prices are continuing to rise. After the short-term issues have been identified and solved, leaders must carry through a learning lesson session and then design a resilient supply chain for the future.

### 10:30 **Maximizing the profitability of quotes in a complex and an uncertain environment**

*Pradeep Seneviratne, President & CEO, Campfire Interactive*

Automotive suppliers create customer quotes subjected to multitude of complexities. Adding to this complex environment is the necessity of dealing with other new and uncertain conditions such as electrification and effects of COVID. Drawing upon customer case studies, Mr. Seneviratne will highlight quoting, costing, pricing and change management techniques deployed by automotive suppliers to handle today’s business complexities.

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# day 1 (CONTINUED)

11:00 **Negotiation using cost targets**

*Jeff Burris, Founder and Managing Partner, Advanced Purchasing Dynamics*

For over 17 years, Jeff Burris has been leading Advanced Purchasing Dynamics promote cost and collaboration into the manufacturing supply chain. In this session, Mr. Burris will highlight best practices for setting cost targets and describe techniques you can use to leverage cost targets in negotiations with suppliers.

11:30 **Starting up a cost engineering department within the Bose Automotive Systems Division**

*Michael Betz, CEO and Managing Partner, Advanced Purchasing Dynamics*  
*Robert Hurley, Senior Manager, Value Chain, Bose Corporation*

In 2020, the Automotive Systems Division at Bose Corporation decided to establish and deploy a brand new Cost Engineering function. To help guide them through this journey, Bose partnered with the Costing experts at Advanced Purchasing Dynamics. Join us as Mike Betz, the CEO and Managing Partner of APD, along with Robert Hurley, Senior Manager, Value Chain Strategy and Costing at Bose, discuss the process of developing the critical tools, capabilities, and mindsets necessary to make costing a core competency, and to ultimately help create a culture around cost.

12:00 **The value of costing in changing business environments**

*Matt Smith, President/CEO, 3C Software*

Recent events have taught finance and costing leaders that unpredictability is the new norm – and effective cost planning a necessity. Cost data impacts organizational decisions from quoting new business, selecting vendors and suppliers, planning production, and servicing customers. The most innovative teams have enabled costing models that generate planned, forecasted, historical, and simulated cost data to drive commercial and operational decisions. This session will highlight use cases of cost analytics models that predict how market shifts and cost changes impact profits, evaluate performance compared to benchmarks, determine the success of quotes to actual performance, and establish targeted cost management programs.

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# day 2

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8:00 **Costing during development of startup electric vehicle**

*Rich Buttrey, Senior Manager – Cost Estimating, Lucid Motors*

Rich Buttrey joined Lucid Motors just weeks before the launch of their first electric vehicle. He will share his experiences in establishing and leading a cost estimation team from scratch in a startup environment. Drinking from the fire hose, hiring challenges, and addressing the urgency of quickly creating cost driver models are just a few of the topics he will discuss.

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8:30 **Using cost engineering skills to mitigate electronic component supply chain shortages**

*Jeff Miller, President – Senoia Engineering Solutions and SPCEA Secretary/Treasurer*

Jeff Miller specializes in cost engineering and value analysis of electronic and electromechanical assemblies – helping clients find ways to reduce their costs and manage their spend. In this presentation, he will discuss how cost engineering methodologies and strategies can be applied to mitigate electronic component shortages within today's unpredictable market.

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9:00 **Estimating of software cost in the automotive industry**

*Emmanuel Mary, Head of Delivery, Price®*

*Dave Tween, Head of Automotive Segment, Price®*

As the car continues its transition from a hardware-driven machine to a software-driven electronics device, the automotive industry's competitive rules are being rewritten. Larger computing power and software, as well as advanced sensors, are becoming the industry's core technology. We intend to share, based on real cases, how we do configure and tune our solutions to support our automotive customers and how we do comply with the current automotive frameworks and standards.

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9:30 **Reducing cost and time to market of lithium-ion battery systems using digital manufacturing software**

*Chris Jeznach, Senior Manager, Product Marketing, aPriori*

Lithium-ion battery systems for vehicles or stationary storage often contain the highest cost (and safety critical) components relative to the entire vehicle or energy storage system. Obtaining timely and accurate manufacturing and cost insight can be challenging due to limited time and resources. In this presentation, learn how digital manufacturing software solutions can help reduce product cost and time to market for lithium-ion battery systems.

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10:00 **Short-term savings in volatile and highly competitive markets**

*Ralf Altpeter, Partner, Umlaut*

*Alex Swoboda, CEO, FACTON*

The economic effects of the corona pandemic require the business units of many industrial companies to reduce costs and thus contribute to maintaining competitiveness. Hidden potential for cost optimization often lies in purchasing and cost engineering organizations with complex cost calculations due to supply chains and a high number of purchased components. A global costing approach helps to understand cost structures, achieve cost transparency, and increase the profitability of projects, services, and software.

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10:30 **Calculating part cost and CO<sub>2</sub> footprint of production parts**

*John Monica, Portfolio Development Executive, Siemens*

The world is changing, awareness of environmental sustainability is quickly becoming a high priority of manufacturing companies in most industries. The challenge for all manufacturers is in balancing the attainment of target carbon footprint numbers for production parts, while controlling the cost of these items. In response, we at Siemens Digital Industries Software, are adding a CO<sub>2</sub> footprint calculator to our current product suite at Teamcenter Product Cost Management to meet this market need.

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# day 2 (CONTINUED)

11:00 **Cost optimization in manufacturing using VA/VE**

*Javier Masini, Partner at RHA LLC and Past Director of Education at SAVE International*

Javier Masini, Co-Author of the VM Guide (the current Value Engineering Body of Knowledge) and past Director of Education at SAVE International, will describe the key elements for successful VA/VE activities in the Manufacturing industry. Besides presenting the application of VA/VE in sectors such as Automotive, Oil and Gas, Healthcare, Product Development, Software, and Construction, this presentation will also introduce the collaboration opportunities between SAVE International (the Value Society) and SPCEA.

11:30 **Chips, steel, resin, freight, and inflation: Managing your costs through contracts in the post-COVID world**

*Dan Sharkey, Co-Founder and Managing Partner, Brooks Wilkins Sharkey & Turco, PLLC*

Dan Sharkey represents more than 100 manufacturers, and concentrates his practice on supply-chain issues: negotiating contracts and litigation. He will discuss how contracts and terms and conditions, can be used to maximize your chance of controlling costs and reducing uncertainty.

## CLOSING

12:00 **Formal close out by SPCEA**

*Chris Domanski, President, SPCEA*

*Jeff Miller, President – Senoia Engineering Solutions LLC and SPCEA Secretary/Treasurer*

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SPCEA GREATLY APPRECIATES THE SUPPORT OF OUR



# corporate members

