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Digital Manufacturing Culture



Deidra Donald
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Aerospace Overview

Bio

Deidra Donald is the Aerospace Industry Leader for DELMIA Corp.'s Industry Solutions group. She has worked for DELMIA since 1998 and provided Aerospace and Defense solutions since 2000; prior to this assignment, she was the QUEST Product Manager. Deidra's current responsibilities include developing and identifying DELMIA Best Practices within A&D PLM environments; advising on numerous DS Aero Solutions implementations; and working with Aerospace customers worldwide to provide a comprehensive vision for their DELMIA application.

A graduate in Industrial and Operations Engineering from the University of Michigan (Ann Arbor), she has over 20 years experience in mfg and logistics simulation and process improvement while working and/or consulting for aero, auto, and retail warehousing/distribution companies. Prior to DELMIA, she worked within numerous military programs at Lockheed Martin Skunk Works (Palmdale), introducing/implementing new virtual mfg initiatives in a multi-site/multi-company environment. Deidra introduced simulation to an international warehouse management systems & conveyor systems provider, while participating in process and documentation improvement initiatives. She was instrumental in the success of a

startup consulting company, implementing/managing 3D mfg simulation projects for ALCOA, GM, others.

Abstract

Why choose digital manufacturing? This workshop focuses on a conversation about the when, why, how and what of digital manufacturing. We will cover topics such as:

- When did digital manufacturing start and how has it evolved?
- Why are companies investing in digital manufacturing to solve their business issues?
- How do companies adopt digital manufacturing into their organization, in their business processes and infrastructure?
- How to overcome the challenges in adopting digital manufacturing?
- What values and benefits are delivered to companies by using this enabling technology? What's the bottom line?