



Program
Management
Forum



***Presents an Outstanding Learning Event:
Lunch with Dr. Antonie Jetter***

Assistant Professor, Department of Engineering and
Technology Management at Portland State University
(jettera@cecs.pdx.edu)

***Making the “Fuzzy Front End” less fuzzy – the
State of the Art***

***Thursday June 18th, 11:30 to 1:30
Location TBD***

Join Dr. Jetter for an engaging exploration of the early, “fuzzy”, difficult to manage, stages of new product development. Based on a series of case studies, this presentation shows you how high-tech companies succeed—and how you can benefit from knowing what works. Especially beneficial for engineering managers and product developers.

Dr. Antonie Jetter’s research areas include technology and innovation management and new product development. Prior to her current role, she was a project coordinator for several multi-institution research projects in product development and knowledge management and has worked for international technology companies, such as Siemens.

She is the author of a book on the Fuzzy Front End of product development, co-author of two books, and has authored several book chapters and journal articles. She received multiple awards: Friedrich-Wilhelm-Preis, Award Borchers Plakette, and Outstanding Student Paper Award at PICMET Conference 2003. She received her MBA from RWTH Aachen University in 1998 and Ph.D. in Technology and Innovation Management from RWTH Aachen University in 2005.

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