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PLM expert Michael Grieves appointed SBA research professor

"Product Lifecycle Management is a new and exciting information-driven, digital approach to creating, manufacturing, supporting, and disposing of products from automobiles and planes, as well as new industries like power generation and electronics," says SBA Dean Mohan Tanniru. "Michael Grieves is a world authority in PLM, and bringing his expertise to Oakland University will help us take a leadership position in an area of critical importance to the future of manufacturing."

Research professors bring extramural funding to support research conducted by faculty and graduate students. Grieves will work faculty members in his home department (Decision and Information Science of the School of Business) to explore research in the area of PLM, especially as it relates to Service Oriented Architectures (SOA) for system integration, business process/practice management and virtual team collaboration. Initiatives will also include bridging business research with engineering as organizations look to integrate systems that are developed to support integration of activities across the product life cycle.

Grieves is the author of "Product Lifecycle Management: Driving the Next Generation of Lean Thinking" (McGraw-Hill, 2006). The book is available worldwide and has been translated into a number of foreign languages, including both simplified and traditional Chinese. Grieves has substantial industry experience as an entrepreneur, executive, board member and technologist. He has a long association with Oakland University, having received his MBA from OU and having served on the SBA Board of Visitors. He also holds a bachelor of science in computer engineering from Michigan State University and a doctorate from Case Western Reserve University.

SUMMARY

Oakland University's School of Business Administration recently appointed Michael Grieves, a noted Product Lifecycle Management (PLM) expert and author, to the position of research professor. Grieves, who writes extensively and lectures worldwide on PLM and related topics, will join the faculty of the SBA to engage in activities that will foster research collaboration, education and industry interaction in the rapidly growing area of PLM.

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