



“Accelerating Product Innovation by Simulation”

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Abstract: To be successful in a competitive market environment a company has to understand its customer needs better than its competitors, rapidly innovate new or enhanced products and execute the product innovation delivery with high efficiency. Simulation can strongly support this innovation and delivery process. The current state of simulation will be discussed and exemplified through applications of simulation at Nokia. Trends indicating the evolution of simulation will be described. Attention will be given to factors critical for the pace at which simulation will evolve.

Biography

Education:

Marcus Theman has a Master of Science degree in mechanical engineering and strength of materials from the Helsinki University of Technology.

Previous Work History:

Marcus Theman, Senior Manager of the Mechanical Engineering Simulation Environment team at Nokia Corporation, is in charge of the delivery and development of the mechanical engineering simulation environment, tools and given methodologies. Marcus Theman has been working the past eleven years at Nokia with simulation and prior to this he was working in a small Finnish automotive company for six years with stress calculations and mechanical engineering.