

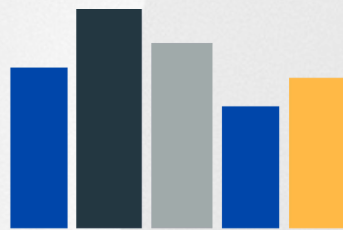


COST ENGINEERING

GLOBAL CONFERENCE

1 4 - 1 5 O C T O B E R 2 0 2 5

PRESENTED BY



SPCEA[®]

SOCIETY OF PRODUCT COST
ENGINEERING & ANALYTICS

spcea.org/cost-engineering-global-conference

About SPCEA

Conference Overview

The Society of Product Cost Engineering and Analytics (SPCEA) is delighted to invite you to our annual conference, a premier gathering of professionals and experts in product cost engineering, analytics, and related fields from around the world.

This year's event will feature a diverse lineup of engaging sessions, including keynote speeches and technical presentations, all designed to equip attendees with the latest insights, tools, and best practices in product cost engineering.

Whether you are an experienced professional or new to the field, we welcome you to join us in exploring the latest trends and innovations in product cost engineering and analytics. Connect with like-minded professionals, uncover new opportunities to advance your career, and drive success for your organization. We look forward to seeing you there!

Contributor of the Year Awards

EACH YEAR, SPCEA HONORS AN INDIVIDUAL AND A COMPANY WHO HAVE SHOWN CONTINUING DEDICATION TO THE ADVANCEMENT OF THE COST ENGINEERING PROFESSION.

The “SPCEA Individual Contributor Of The Year” and the “SPCEA Corporate Contributor Of The Year” Awards celebrate those who have made significant and sustained volunteer contributions of a highly significant nature to our profession and who have contributed positively to the recognition of the cost engineering field of study in the manufacturing of products.



2024 Individual Contributor of the Year - Doug Hicks

Nominations for the Individual and Corporate awards are evaluated using the following criteria:

- Uncommon and sustained volunteer service to SPCEA.
- Engagement with conferences and other SPCEA events.
- Providing forums and media through which experiences with the principles and techniques of cost estimating and analysis may be reported, discussed and published in furtherance of public interest (e.g. editorial, publications, symposium leader, etc.).
- Cooperating with other organizations and individuals, having common or related purposes, that contribute to the cost estimating and analysis community of practice.
- Significantly advancing SPCEA's professional status and making significant personal commitments to SPCEA.
- Demonstrating an outstanding accomplishment within the field of product cost engineering.
- Exemplifying how cost analysis work provides decision support by influencing the management vision, goals, and objectives.

Nominations will be accepted through August 29, 2025, and the winners announced on October 15th at the Cost Engineering Global Conference.

DON'T WAIT

Nominate a colleague, or yourself!

Please submit your nomination including the name, title, and company along with a description of the contribution to award@spcea.org.

Keynote Speaker



Matthew Smith

**President & CEO
3C Software**

Matthew Smith is President and CEO of 3C Software, where he has led the company for more than 20 years and guided its transformation into a global provider of enterprise cost and profitability solutions. Under his leadership, 3C Software's flagship platform, ImpactECS, is used by organizations worldwide to improve cost modeling, cost-to-serve analysis, and customer profitability.

With more than 30 years at 3C Software, Matthew has worked across nearly every area of the business, giving him a unique perspective on how technology can help cost-driven companies navigate complexity and drive performance. He is a recognized authority in cost and profitability management, frequently speaking at industry events and contributing to trade and technical publications.

An alumnus of the University of West Georgia, Matthew is known for his steady leadership, commitment to innovation, and passion for helping companies achieve financial clarity and resilience through market change.

Expert Speakers



Derrick Basler

Director - Global Costing
Solutions, Plexus Corp.

Derrick Basler is the Director of Global Costing Solutions at Plexus Corp., bringing over 20 years of experience in the EMS industry. He leads regional costing teams worldwide, delivering accurate and competitive manufacturing cost estimates and total cost solutions for customers. With a career spanning Industrial Engineering, Lean Sigma, Materials Management, and Customer Operations, Derrick combines operational expertise with supply chain strategy to drive efficiency, optimize pricing, and create strategic financial advantages through global processes, software innovation, and high-performing teams.



Todd Beaufort

Director - IDG COO Competitive
Consulting, Lenovo

Todd Beaufort is a senior technology leader with over 30 years of experience across automotive, wireless, industrial computing, and commercial PC industries, currently serving as Director of Competitive Consulting at Lenovo. He leads a global team driving product competitiveness, design-for-cost, and strategic cost engineering, delivering high-ROI savings through proactive design, data-driven analysis, and commodity forecasting. His career spans leadership roles at Delphi, Ericsson, Sierra Wireless, and GE Intelligent Platforms in engineering, product development, project management, and operations. Holding a B.S. in Electrical Engineering from the University of Pittsburgh, PMP® certification, and executive training from GE Crotonville and UNC Kenan-Flagler, Todd is known for building high-performing teams, advancing agile transformation, and achieving measurable business results.



Hannes Gruber

Co-Founder & Managing
Director, Valuemize AG

Hannes is a Cost Management and Value Creation expert and Managing Director at valuemize AG. With over five years' experience at INNIO and ABB, he has specialized in global value creation and product cost engineering. He founded a lifecycle costing platform that enables industrial companies to launch profitable and sustainable hardware products. By combining analytical precision with entrepreneurial vision, Hannes helps organisations optimise costs, create value, and strengthen long-term competitiveness in an increasingly dynamic market.



Vijay Hemgude

CPCE Cost Engineer, SPCEA

Vijay Hemgude is a visionary cost engineering leader with 12+ years of experience transforming product cost strategy in the automotive and electrification space. As Target Costing Manager at Magna, he has driven over \$400M in savings by merging engineering, finance, and supplier insights. With an MBA in Finance, MS in Mechanical Engineering, and certifications in Value Engineering, Machine Learning, and Financial Analysis, Vijay Hemgude is passionate about elevating cost engineering into a strategic driver of innovation and competitiveness.

Expert Speakers



Madhusudan Rajan

Associate General Manager,
HCL Technologies

Madhusudan Laxman Rajan is an engineering professional with 27 years of experience across manufacturing and services, with the past 12 years dedicated to Cost Engineering at HCLTech. As leader of the Product Cost Management COE under Engineering and R&D Services, he drives vision, strategy, large-scale customer cost transformation, and technological advancements in Should Costing. A certified Value Methodology Associate (VMA) and Certified Professional in Supply Management (CPSM), Madhusudan's expertise spans auto-component tool manufacturing, pharma/nutritional production, and filtration equipment. His career includes diverse roles from CNC operation and programming to setting up machining facilities, product and technology transfers, localization, and supply chain development, making him a versatile leader with deep technical and strategic expertise.



Jeff Miller

President
SPCEA

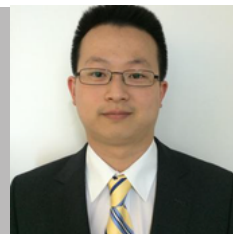
With a remarkable career spanning over 36 years, Jeff has amassed extensive expertise in engineering, manufacturing, and commercial operations, particularly within the electronics industry. His specialization lies in cost engineering of electronic and electromechanical assemblies, honed through pivotal roles at renowned corporations including General Motors, John Deere, Standard Motor Products, Ford Motor Company, Whirlpool Corporation, and Panasonic Automotive Systems. Currently serving as a Semiconductor Technology Cost Lead at GM, Jeff provides strategic costing analysis and support for GM's initiatives in electric vehicles and self-driving technology, embodying a commitment to excellence and innovation in the realm of manufacturing cost optimization.



Simona Pappalardo

Certified Leadership Coach &
Founder, Coaching with Simona

Simona Pappalardo is a global executive turned leadership coach, speaker, and author, dedicated to helping leaders navigate change with courage, cultural intelligence, and authenticity. With a career in the semiconductor, electronics, and manufacturing industries, she held executive roles in Quality, Product Development, and Supply Chain Operations before founding her coaching practice. Originally from Milan, Italy, Simona has lived and worked in Italy, Malaysia, and the United States, experiences that shaped her human-centered leadership style and belief in the power of engaging with diverse perspectives. A sought-after speaker and advocate for mentorship, inclusion, and redefined success, she has shared her message on global stages, including TEDWomen 2017 with the Brightline Initiative and as keynote at the Women's Business Center of Southwest Michigan. Her core belief: "Courage is a muscle – train it every day."



Dr. Bao Ngoc An

Managing Director, ETIT
Systems

Dr. Bao Ngoc An is co founder and managing director at ETIT Systems GbR. Bao received his B.Sc. degree in electrical engineering and information technology from the Karlsruhe Institute of Technology (KIT) in Germany. In 2011 he joined Siemens Energy as development engineer for embedded systems and was involved in the development of control units for power plants. From 2014 to 2019, he worked as a research associate and Ph.D. candidate at KIT in the field of electronics packaging technology and power electronics. His research topics are directly linked to project work with many partner companies from the automotive industry. In 2021 he received his Ph.D. degree in electrical engineering and information technology from KIT. Since the founding of ETIT Systems in 2015 he has been serving as managing director, development engineer and cost & value expert for electronics topics, where he is dedicated to software development and consulting activities regarding electronics hardware and electronics manufacturing processes.

Expert Speakers



Edward Pretzel

CEO
Collaborative Supply Chains

Edward Pretzel, CEO of Collaborative Supply Chains (CSC), is a globally recognized costing expert with over 30 years of experience in manufacturing. He has led cost engineering and standards programs at top companies like Toyota/GM, Dana, ZF/TRW, Lear, Magna, and Bobcat, and under his leadership CSC has completed more than 3,000 factory audits and modeled over 250,000 parts in 15+ countries, consistently achieving 10–20% cost savings for OEMs and Tier-1 suppliers. A pioneer of supplier-collaborative Open-Book Cost Models, Edward combines VAVE, tariff optimization, and data-driven sourcing to deliver measurable results, and he is also the innovator of the industry's widely adopted Gain-Sharing Model with purchasing. A sought-after thought leader, he frequently speaks at Michigan State and Wayne State University and teaches with major industry organizations such as PMA, the Industrial Fasteners Institute, and ISM.



Fritz Schaefer

Sales Consultant and Cost Engineer, Costdata GmbH

Fritz Schaefer is a Sales Consultant and Cost Engineer at costdata GmbH in Cologne, Germany. He holds both a Master's in Business, Management, and Marketing and a Bachelor's in Business Administration from the University of Wuppertal. Fritz began his career in business consulting, gaining experience in business development, project management, and client advisory before joining costdata in 2023 as a Cost Engineer. There, he specialized in cost calculation, estimation, and technical project planning for complex industrial projects. In 2025, he expanded his role to include sales consulting, combining technical precision with client-focused strategies. Skilled in digital marketing, cost analysis, and optimization, Fritz delivers accurate digital cost models and effective cost control, while actively collaborating with peers to enhance both technical and commercial project outcomes.



Mehmet Bardakci

Managing Director,
CostVision

Mehmet Bardakci is the Managing Director and founder of CostVision, a cost & value engineering consultancy based in Nürnberg. An industrial engineer by training, he specializes in bottom-up should costing, total cost of ownership (TCO), and manufacturing economics. Before CostVision, he led global Cost & Value Engineering within Strategic Procurement at RENK and previously at Landis+Gyr. Mehmet partners with cross-functional teams to unlock savings during early-design phase, improve make-or-buy decisions, and strengthen supplier negotiations with transparent cost models.



Anubhav Shukla

Lead Cost Engineer
SLB

Anubhav Shukla is a seasoned cost engineering professional with over a decade of experience, currently serving as Lead Cost Engineer at SLB, where he drives initiatives to optimize Cost of Goods Sold (COGS) and reduce carbon footprint. His career highlights include achieving \$2 million in cost savings at Maruti Suzuki India Limited through zero-based costing and supplier negotiations, as well as supporting aerospace clients as a Should Cost Engineer at Infosys Engineering Services. Holding a B.Tech in Mechanical Engineering and certifications such as CSCP®, SCLPro, and CPCE®, Anubhav also holds a U.S. patent for a "Manufacturing carbon emission quantification interface," showcasing his commitment to sustainable cost engineering. Actively engaged with the SPCEA community, he regularly contributes to the SPCEA Conferences, advancing both his expertise and the profession.

October 14

day 1

Please note: All times are Eastern Time (New York)

INTRODUCTION

8:00am **Introduction by SPCEA President**
Jeff Miller, President, SPCEA

Join us for the opening session of the Cost Engineering Global Conference, where we will set the stage for an engaging and informative two-day event. This session will provide an overview of the conference agenda, highlight key speakers, and offer valuable tips to help you make the most of your experience.

KEYNOTE SPEAKER

8:10am **Profit Under Pressure: Leading with Cost Intelligence in a Volatile World**
Matthew Smith, President and CEO, 3C Software

Cost engineers are under growing pressure to deliver precise, actionable insights as companies face shifting tariffs, supply chain disruption, and rising input costs. This keynote explores how leading organizations are moving beyond high-level assumptions to implement detailed cost and profitability models that guide smarter pricing, sourcing, and investment decisions in real time.

9:00am **Organizing and Executing for Effective Design for Cost**
Todd Beaufort, Director - IDG COO Competitive Consulting, Lenovo

Leading Lenovo's global Competitive Consulting team for a decade, Todd Beaufort transformed a reactive function into a high-impact strategic partner. This session shares lessons from scaling a distributed team, embedding agility, and driving high-ROI outcomes through early engagement and cross-functional influence—offering practical insights for leaders navigating complex, global organizations.

October 14

day 1

Please note: All times are Eastern Time (New York)

9:45am **Driving Profitability Through Cost Transparency and Advanced Simulation in Early Product Development**

Hannes Gruber, Co-Founder & Managing Director of Valuemize AG

Mehmet Bardakci, Managing Director of Costvision

Volatile markets and rapid cycles demand early cost transparency in product development. This presentation shows how 80% of costs are locked in early and how a holistic approach drives profitability. It also outlines scenario simulations with confidence levels to manage risk, the 10 success factors for effective cost management, and how cloud- and AI-based tools predict cost trends and surface design-to-X opportunities for today's teams.

10:25am **BREAK**

10:50am **Machine Learning Applications in Cost Engineering**

Vijay Hemgude, CPCE Cost Engineer, SPCEA

Discover how machine learning is transforming cost engineering through predictive cost modeling. This session explores real-world applications, implementation steps, common challenges, success factors, and failure modes. Learn how to pair ML with AI for smarter decisions and what skills cost engineers need to stay ahead in this data-driven evolution.

11:35am **Should Costing in AI Era**

Madhusudan Rajan, Associate General Manager, HCL Technologies

In an increasingly complex and competitive global manufacturing landscape, the discipline of Should Costing has emerged as a strategic lever for cost transparency, supplier negotiations, and value engineering. As we enter the AI era, traditional Should Costing methodologies are being redefined by the integration of advanced analytics, machine learning, and generative AI technologies. This session peeks the transformative impact of AI and likely trends associated with Should Costing.

October 15

day 2

Please note: All times are Eastern Time (New York)

8:00am **Awards Ceremony and SPCEA Updates**

Jeff Miller, President, SPCEA

Celebrate excellence at the SPCEA Contributor of the Year awards, where we honor outstanding achievements and contributions. Stay informed with the latest SPCEA updates on upcoming events, programs, and activities designed to inspire and engage our community.

8:10am **A Statistical Approach to Modeling Indirect Labor Costs**

Derrick Basler, Director - Global Costing Solutions, Plexus Corp

The electronic manufacturing services industry is a dynamic and challenging environment, necessitating substantial professional human capital to optimize intricate global supply chains, navigate regulatory compliance and introduce leading edge technological products to market. Human capital is a critical component of success, but how does a company determine the appropriate staffing levels to delight customers, while also ensuring competitive costs.

8:55am **Tariff Optimization Enabled by Supplier-Collaborative Cost Models & Powered by Shared Savings**

Edward Pretzel, CEO, Collaborative Supply Chains

Discover how leading Tier 1 suppliers are making tariff optimization fast, efficient, and self-funding. This session reveals proven strategies that eliminate RFQ delays and maximize savings through smarter cost analysis and collaboration.

- Predict low-cost countries pre-RFQ using advanced cost modeling (PCB, Wire Harness, Castings)
- Convert projections into real supplier quotes via Open Book Cost Models
- Explore a no-budget, pay-from-savings model via gain sharing agreements

October 15

day 2

Please note: All times are Eastern Time (New York)

9:40am **Manufacturing Simulation Enabling Cost & Carbon Estimation**

Anubhav Shukla, Lead Cost Engineer, SLB

SLB leverages manufacturing simulation to drive cost efficiency and sustainability. By leveraging aPriori as a manufacturing simulation tool, we enabled cost & carbon estimation through automated workflows enabling rapid, accurate estimation of cost and carbon, empowering data-driven decisions for sustainable growth.

10:20am **BREAK**

10:45am **Human vs Robot: How to Stay Relevant in a Job Market Filled by AI**

Simona Pappalardo, President/Owner, Coaching with Simona

AI is evolving at a staggering pace, leaving many professionals wondering how to stay relevant. In this session, Simona explores broad trends and zooms in on the future of cost engineering. You'll walk away with practical tips and tools to grow your career, stay human in a tech-driven world, and avoid being replaced by a robot

11:30am **Next Level PCBA Calculation Workflow**

Dr. Bao Ngoc An, Managing Director, ETIT Systems

Fritz Schaefer, Sales Consultant and Cost Engineer for Costdata GmbH

This presentation will introduce a new workflow for calculating the cost Printed Circuit Board Assemblies (PCBAs). The cost of electronic components is calculated using a volume-based cost model that has been specially developed for this purpose. To improve the accuracy of the PCBA cost calculation, CO₂, lifecycle and technical data are taken into consideration. Manufacturing data, such as the country of origin, is used to determine a multi sourcing strategy for the eBOM.

12:20pm **Conference Closing Session**

Jeff Miller

Join us for the closing session where we will highlight key takeaways from the event and officially close out the conference, leaving you inspired and equipped with new insights.

Cost Engineering EXPERT TRAINING

As a leading authority in the field of cost engineering and analytics, SPCEA is proud to offer expert training with a wide range of virtual courses developed by our team of cost engineering experts. Whether you're a seasoned professional or a newcomer to the industry, our training programs are designed to provide learners with valuable insights into the critical topics of cost engineering.

SPCEA members enjoy exclusive discounts on our training courses, allowing you to enhance your skills and stay ahead in today's competitive business landscape.

Activity-Based Cost Modeling

Stamping Cost Estimation

Forging Cost Estimation

Introduction to TRIZ Value and
Cost Optimization Methodology

Molding Cost Estimation

Learn more and register at spcea.org/expert-training

Certified Product Cost Expert (CPCE®) CERTIFICATION PROGRAM

The CPCE® certification focuses on three main areas – cost controlling, cost estimation, and cost optimization – to provide a comprehensive foundation for cost engineers looking to improve your skills.

The certification training course is delivered in a self-paced, online environment and includes six sections – Welcome to Certified Product Cost Expert Training, Cost Controlling, Cost Estimating, Cost Optimization, Cost Engineering Organization, and the Course Summary. With quizzes throughout the training course and a final certification exam, the CPCE® certification is your pathway to becoming a proficient and competitive cost engineer.

Benefits of the CPCE® Certification:

- Includes a free one-year SPCEA membership
- Access the latest insights on effective cost engineering
- Get discounts on ongoing training courses

Learn more and register at spcea.org/get-your-cpce-certification



Corporate Members

Platinum



Gold



Silver



Education Partners

