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Research Professor, Assistant Director of Center for Lifecycle and Innovation Management



Dr. Michael Grievess splits his time between the business and academic worlds. He is the author of the seminal books on Product Lifecycle Management (PLM): “Product Lifecycle Management: Driving the Next Generation of Lean Thinking” (McGraw-Hill, 2006) and Virtually Perfect: Driving Innovative and Lean Products through Product Lifecycle Management” (SCP, 2010).

Dr. Grievess is an acknowledged world expert in PLM and lectures world-wide on engineering, manufacturing, and PLM in both industry and academia conferences. In addition to his books, Dr. Grievess has numerous publications and articles. Dr. Grievess consults with a number of leading international manufacturers and governmental organizations such as NASA.

Dr. Grievess has been a Co-Director of the Purdue PLM Center of Excellence, where he still participates, and served as a Visiting Professor at the Purdue University College of Technology. Dr. Grievess has also been affiliated with the Eller School of Business MIS Department at the University of Arizona, where he was designated Director – Industry Research for the MIS Department and Director, Information Technology Industry Research Center (ITIRC) at the University of Arizona. He served on the advisory board for the MIS department.

Dr. Grievess is Chairman Emeritus of Oakland University’s School of Business Board of Visitors. He has taught in the United States, China, and Europe at the university senior undergraduate, and graduate school levels and has authored and taught executive education courses. Dr. Grievess is a Professor at CIMBA University, Asolo, Italy with an appointment at the University of Iowa. He also has an appointment as Research Professor at the Florida Institute of Technology.

Dr. Grievess is a founder and Chairman of Interactive Frontiers, Inc. the world leader in golf and sport instructional software, Dr. Grievess has over thirty years experience in the computer and data communications industry. He has been a senior executive at both Fortune 1000 companies and entrepreneurial organizations during his career. He founded and took public a \$100 million systems integration company and subsequently served as its audit and compensation committee chair. Dr. Grievess has substantial board experience, including serving on the board of public companies in both China and Japan.

Dr. Grievess has a BSCE from Michigan State University and an MBA from Oakland University. He received his doctorate from the Case Western Reserve University Weatherhead School of Management.