

# Panel Sessions

## Panel Session 7—Improving Time to Market

*Date:* Thursday, June 15, 1989, 12:10 p.m. to 1:45 p.m.  
*Location:* Convention Center—California Room  
*Sponsor:* MTT-12 Microwave and Millimeter-Wave Packaging  
*Organizer:* Bert Berson, Berson & Associates  
*Chairman:* Bert Berson, Berson & Associates  
*Panelists:* Dr. Jack Moore, PRTM  
“Improving Time to Market: What Companies are Doing”  
Len Lea, Assistant Vice President, Marketing, Cal Eastern Labs  
“Product Development—The Marketing Department Viewpoint. The Reality vs. R & D Forecast”  
Dr. Robert E. Goldwasser, Vice President, R & D, Alpha Industries  
“Why Are They Always Picking On Us?”  
Bill Lawson, Director of Manufacturing, HP MWT Division  
“Is Manufacturing the Scapegoat?”  
Dr. Richard A. Mollicone, Director, Corporate Business Development, ESL  
“The Systems Viewpoint”  
Dr. Alan Sherman, Stanford University  
“Letting Go of the Baby!”

### Abstract:

The Microwave Industry has matured a great deal over the last few years, and with it significant improvements in operations and control have been made. Movement of technology and products from the R & D Laboratory to the marketplace has continued to be a too-slow and too-painful process. Schedules slip repeatedly causing difficulties for the manufacturer, and perhaps more so for the customer. In this panel, leading industry experts will explore ways to improve Time to Market of technology and products.