# IESF agenda - Monday June 2, 2025 - Huntington Place, Detroit (Realize LIVE Day 1)

| | E/E Systems Development, wire harness design and engineering | Software Defined Vehicles |
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| 9:30 - 9:35 am | **Welcome and Introduction to IESF and Realize LIVE**<br>Nand Kochhar, Vice President, Automotive and Transportation Industry, Siemens | |
| 9:35 - 10:30 am | **Driving the future: Accelerating automotive innovation with a scalable SDV framework**<br>Rogerio Vollet, Stellantis | Amarnath Bharadwaj, Accenture | Hans-Juergen Mantsch, Siemens | |
| 10:30 - 11:00 am | **Coffee Break** | |
| 11:00 - 11:30 am | **Generative design for E/E Systems**<br>Chad Holley, Technical Product Manager, Siemens | **Engineering the Software Defined Vehicle**<br>Brett Hillhouse, IBM Software | Brad McCaskey, Siemens |
| 11:30 - 12:00 (noon) | **PACCAR's Roadmap to managing electrical complexity in vehicle system integration**<br>Kevin Ibarra and Devin Nakahara, PACCAR | **Interactive panel: Fast-tracking the future of Software-Defined Vehicles**<br>Stellantis, Accenture, Siemens, IBM Software |
| 12:00 - 1:30 pm | **Lunch and Realize LIVE Solutions Expo** | |
| 1:30 - 2:00 pm | **Panel: OEMs and Wiring Harness Manufacturers - Opportunities and challenges**<br>LEONI, Yazaki North America, Siemens | **Enabling the Software-Defined Vehicle: The Shift to Ethernet-only networks**<br>Martin Wennberg, Sr. Product Manager, Siemens |
| 2:00 - 2:30 pm | | **Reinventing vehicle development through software factories: What's driving the shift?**<br>Brendan Morris, Sr. Technical Marketing Engineer, Siemens |
| 2:30 - 2:50 pm | **Coffee Break** | |
| 2:50 - 3:20 pm | **Automating wire harness assembly: Transforming process design in automotive manufacturing**<br>Alex Cid, LEONI Mexico | **Vehicle systems and the growing importance of E/E Architectures**<br>Dave Wallace, Technical Product Management Director, Siemens |
| 3:20 - 3:50 pm | **Electrifying innovation: How Rivian's generative flow is revolutionizing design and sustainability**<br>Bryan Horvat, Systems Integration Engineer, Rivian | **Cybersecurity for Software Defined Vehicles: Overcoming regulatory and technical challenges in automotive development**<br>Hans-Juergen Mantsch, Business Development Director MBSE, SDV & E/E, Siemens |
| 4:00 - 5:00 pm | **Realize LIVE Opening keynote and General Session**<br>Tony Hemmelgarn, Siemens | Jeff Mowry, Workhorse | Bob Jones, Siemens | |
| 5:00 - 7:30 pm | **Reception and Realize LIVE / IESF Solutions Expo** | |