



Bradford L Goldense

BSCE, MBA, NPDP, CMfgE, CPIM, CCP

Brad Goldense is Founder and CEO of Goldense Group, Inc. [GGI], a thirty-three-year-old Needham, Massachusetts consulting and education corporation concentrating in best business and technology management practices for product strategy, management, development, and commercialisation. Mr. Goldense has consulted to over 200 of the Fortune 1000 and has worked on productivity improvement and automation projects in over 500 manufacturing locations across North America, South America, Europe, Asia, and the Middle East.

Mr. Goldense is a retired member of the graduate engineering school adjunct faculty at the Gordon Institute of Tufts University in Medford, MA, after lecturing and teaching for nineteen years. He holds a BS in Civil Engineering from Brown University and an MBA focused in Cost Accounting and Operations from Cornell University. Brad is a certified New Product Development Professional [NPDP] by the Product Development and Management Association [PDMA], a Certified Manufacturing Engineer [CMfgE] by the Society of Manufacturing Engineers [SME], a Certified Computer Professional [CCP] by the Institute for Certification of Computer Professionals [ICCP], and is Certified in Production and Inventory Management [CPIM] by the American Production and Inventory Control Society [APICS].

Brad is Founder and past President of the Society of Concurrent Product Development [SCPD], the successor organisation to the Society of Concurrent Engineering [SOCE] that spawned from IBM in the early 1990s. After twenty years of volunteering to further the principles of concurrent engineering and product development, Mr. Goldense turned the organisation over to a group centred in 3M in 2006. He retired from the board in 2012. A number of periodicals and international organisations spawned from SOCE and SCPD efforts that continue



today, including the European Society of Concurrent Engineering (ESOCE). Many corporations have adopted concurrent values.

Mr. Goldense is a past member of the Board of Directors of the American Society for Engineering Management [ASEM], a past chapter president of SME's Computer & Automated Systems Association and a past SME regional officer. He was a member of SME's National Technology Council. In that capacity, he wrote much of today's CMfgT and CMfgE examination. He maintains his memberships in APICS, SME, ASME, ASEM, IEEE, and ACM dating to the 1990s and before; and PDMA and ISM since the early 2000s. Mr. Goldense served for six years on Cornell University's Technology Transfer Committee and the Cornell Johnson Executive Committee.

Brad has authored over three-hundred articles (actually 340 and counting!) on competitive product development and manufacturing with global industry publications such as Business Week, CFO, Design News, R&D Magazine, Product Design & Development, Purchasing, and others. For the past six years he writes "Goldense On Product Development," the inside back page technology management article for Machine Design, a monthly Informa Publishing magazine. He holds over a hundred registered Copyrights in the Smithsonian Institute, three Trademarks, a Patent, and has a Patent Pending.

Mr. Goldense is a Subject Matter Expert in Product Strategy, Marketing, R&D, Product Development, Advanced Purchasing and Manufacturing, and the integration of these functions to create, develop, and commercialise winning platforms and products for medium and large companies.

Brad has appeared on Alexander Haig's World Business Review, and on Public Television, PBS The Business & Technology Network, and CNBC.

Prior to founding GGI in 1986, Mr. Goldense held positions at Index Group [the Cambridge-based think tank that spawned "reengineering, now part of CSC], Price Waterhouse Consulting, Texas Instruments, and his family's engineering business.

Brad enjoys woodworking, landscaping, reading, boating, and is an avid fresh water fisherman.

