8th Annual INCOSE Great Lakes Regional Conference
Systems Engineering Across the Lifecycle

Randall C. Iliff

Randall C. Iliff has over 30 years of experience working on projects ranging in size from a few thousand to well over a billion dollars, and he has participated in all business phases from start-up through close out. He is currently the Vice President and Director of Strategy, Methods, and Learning at bb7, where he helps clients maximize market potential through business and strategic planning, product / technology road mapping, project management, systems engineering, and continuous process improvement.

He earned his B.S. in Engineering / Industrial Design from Michigan State University, holds an M.S. in Systems Management, Research and Development from the University of Southern California, and was extensively mentored in technical leadership during his employment at McDonnell-Douglas, Martin-Marietta, and Motorola. Key projects from that period include initial development of hypersonic cruise missile systems, Peacekeeper and Small ICBM weapon systems, Space Shuttle, and the Strategic Defense Initiative.

In 1991, he switched his focus to the commercial sector, and has since helped many clients plan, establish, refine and confidently execute projects ranging from single products to entire business units. He performed key portions of the detailed risk / return analysis on Qualcomm's Cellular Infrastructure Group that led to the highly lucrative decision to sell that business unit to Ericsson in 1999. He has been a key strategy advisor to Motorola on large ($250M - $1.5B) competitive project bids. He has performed numerous product and technology road mapping efforts for commercial clients, in some cases helping them to open $1B class markets for new products and services.

Mr. Iliff is a charter member of the International Council on Systems Engineering (INCOSE), founder / prior Chairman of the INCOSE Commercial Practices Working Group, and a member of the Project Management Institute (PMI). He has developed and conducted thousands of hours of training covering all aspects of enterprise wide system excellence. He is the Developer, Subject Matter Expert and Master Instructor for three intensive Motorola University programs that are conducted worldwide.

Mr. Iliff has been a regular speaker at INCOSE events and webinars since 1991, has spoken before groups as large as 1,200 people, has been the keynote speaker and master of ceremonies for numerous events, and is well known for conveying not only useful information but his unique passion for the topic.