

# Troy State University Montgomery (TSUM) Presents The Fourth Annual Colloquium on Information Technology



## John C. Peterson

Vice President of Sales and Marketing for TLC - Watch, Inc.

**Monday, February 3, 2003**

### “Shall We Dance”

**5:30 - 6:30 p.m.**

(Student Audience - Reception to follow)

Our ability to build software-intensive systems in order of magnitude is greater today than it was just five decades ago. Yet, our appetite for software has grown even faster and the software industry is still evolving from craft to an engineering discipline.

John C. Peterson will demonstrate and simulate complex software systems for product development. Mr. Peterson draws upon his own personal experiences, but also upon a range of companies as diverse as Boeing, Sony, Daimler Chrysler, Starbucks etc...

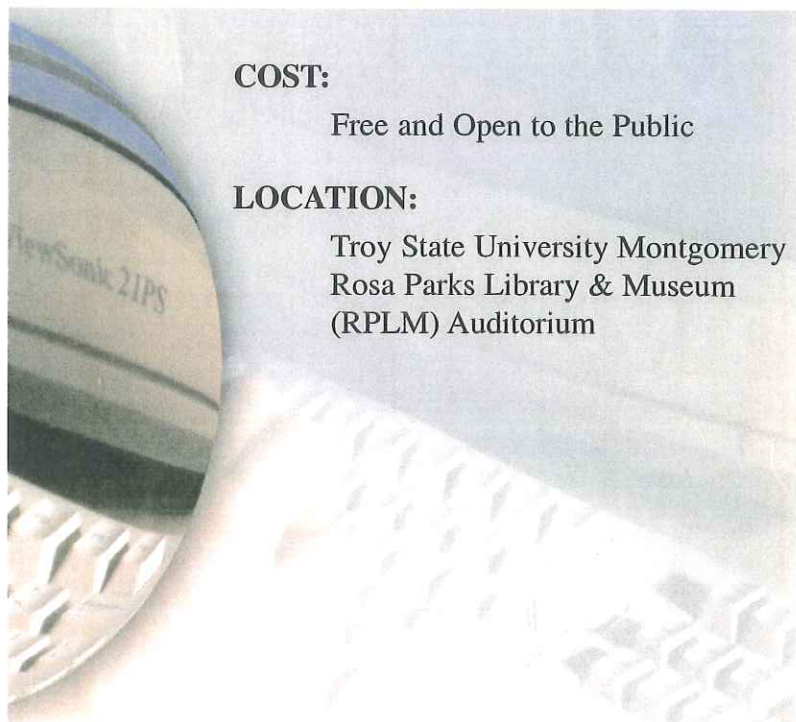
**Tuesday, February 4, 2003**

### “Let's Be Realistic About the Future of Our Companies”

**11:30 a.m. - 12:15 p.m.**

(Local IT Industry and Community Audience/  
Montgomery Area Chamber of Commerce)

Mr. Peterson will explain a time-tested approach to implement an adaptive organization based on the hybrid method. This approach defines ten essential elements of adaptive organizations and presents models that illustrate how each element fits into the overall enterprise picture. Speed-to-market, customer intimacy, operational excellence, and organizational agility (however important) are not adequate strategic objectives in and of themselves. They are attributes of the real objective—systematic adaptation. Adaptation implies more than agility. It requires appropriate and quick organizational response to change.



#### **COST:**

Free and Open to the Public

#### **LOCATION:**

Troy State University Montgomery  
Rosa Parks Library & Museum  
(RPLM) Auditorium

John C. Peterson has 25 years of experience in R&D management at the Jet Propulsion Laboratory in distributed high performance computing, networking, and complex system simulations.

Mr. Peterson is now working as a VP of Sales and Marketing for TLC-Watch, Inc., a startup company manufacturing digital video surveillance systems for traffic transportation and building security.

He was a key contributor to the NASA pathfinder mission to Mars in 1996. During this period, Mr. Peterson:

- \* granted seven patents
- \* published over thirty articles
- \* gave numerous keynote speeches
- \* earned two NASA service medals for his contribution to complex system simulations and high performance computing
- \* received three additional NASA service awards for product innovation and technology transfers

For additional information, please contact Dr. Mehmet Sahinoglu, Professor and Chairman, Department of CIS, Troy State University Montgomery (TSUM), at (334) 273-9923 or E-mail (mesa@tsum.edu).

The Colloquium is supported by the TSUM Department of Computer and Information Science, College of Business, and The Graduate School.