



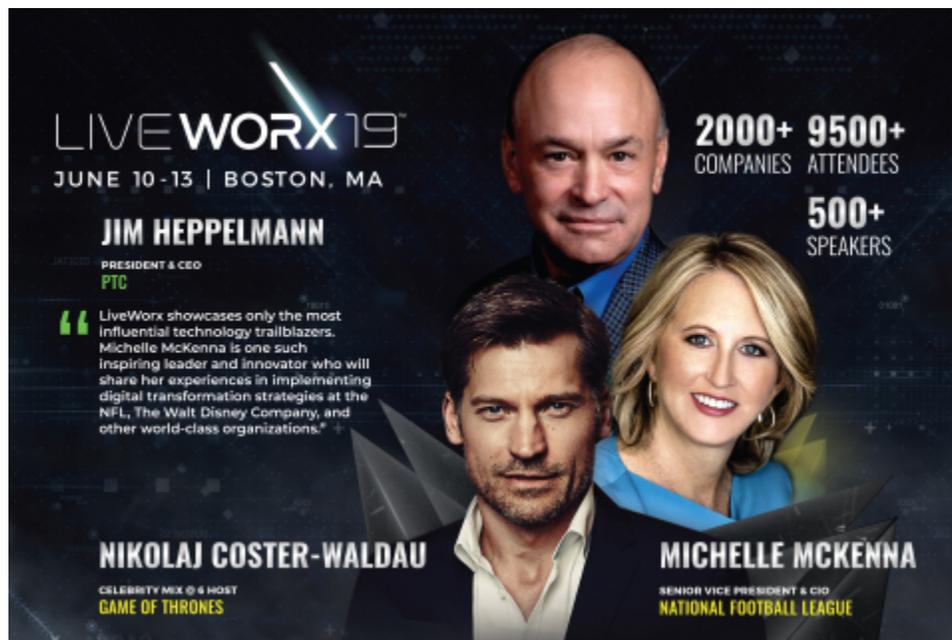
## NFL CIO Michelle McKenna and Game of Thrones' Nikolaj Coster-Waldau Round Out All-Star Lineup at LiveWorx

May 15, 2019

*Powerhouse Technology Partners Further Strengthen LiveWorx with State-of-the-Art Demonstrations and Exhibits*

BOSTON--(BUSINESS WIRE)--May 15, 2019-- [PTC](#) (NASDAQ: PTC) today announced that [Michelle McKenna](#) will keynote the [LiveWorx®](#) digital transformation event for the industrial enterprise on Wednesday, June 12. As the National Football League's (NFL) senior vice president and chief information officer, McKenna oversees the organization's technology strategy and shared service delivery, among other activities. She draws on experience gleaned through previous executive positions with several world-class companies including The Walt Disney World Company. McKenna has been featured on CNN, CNBC, Bloomberg TV, *Morning Joe*, and *Good Day New York*.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190515005976/en/>



McKenna, who will reveal how she is “quarterbacking” a digital revolution for the NFL, joins the [LiveWorx all-star lineup](#) of international professionals, best-selling authors, technology trailblazers, and subject matter experts. These presenters will share their knowledge across the LiveWorx theme “The Augmented Workforce,” and shed light on the new culture of continuous learning. They will explore how introducing a new set of technological capabilities that integrate with human skills and expertise can enable workers to become “human+” and help organizations thrive.

Rounding out the prominent lineup of presenters is *Game of Thrones* actor [Nikolaj Coster-Waldau](#), aka Jamie Lannister. Coster-Waldau will host the [LiveWorx premier networking party Mix @ 6](#), on Wednesday, June 12, from 6:00-8:30 p.m. Mix @ 6, themed “[Disruption is Coming](#),” a play on *Game of Thrones*’ famous “Winter is Coming” tagline, will bring together thousands on the quest for tech innovation. Music, lawn games, chill zones, and complimentary food and beverages will round out the party at

PTC rounds out all-star lineup for LiveWorx with NFL CIO Michelle McKenna and Game of Thrones' Nikolaj Coster-Waldau. (Photo: Business Wire)

Boston's best outdoor venue, The Lawn on D.

Additional support for this year's event comes from powerhouse technology partners, strengthening the LiveWorx program with state-of-the-art demonstrations and exhibits, industry expertise, and breakthrough technologies. [Pinnacle Sponsors](#) include **Accenture**, **Deloitte**, **Microsoft**, and **Rockwell Automation**. [Premier LiveWorx Sponsors](#) include **ANSYS**, **Analog Devices**, **Capgemini**, **Cognizant**, **DxC**, **HCL**, **Hewlett Packard Enterprise**, **IFS World Operations**, **Infosys**, and **Kalypso**. For a complete list of Elite, Showcase, Access, and Media sponsors and partners, please see: [www.liveworx.com/sponsors](http://www.liveworx.com/sponsors).

There are only a few weeks left to register for LiveWorx and other co-located events at [www.liveworx.com/register](http://www.liveworx.com/register). Visit [www.liveworx.com](http://www.liveworx.com) and join the conversation with [@LiveWorx](https://twitter.com/LiveWorx) on Twitter for up-to-the-minute agenda and event information.

To request a press pass, please contact Alexandra Puig at [apuig@ptc.com](mailto:apuig@ptc.com).

### Additional Resources

- PTC press release: [Influential Global Industry Trailblazers to Share Expertise at LiveWorx](#)
- [LiveWorx Program Overview](#)
- [LiveWorx Speakers](#)
- [LiveWorx Sessions Overview](#)

About PTC (NASDAQ: PTC)

PTC unleashes industrial innovation with award-winning, market-proven solutions that enable companies to differentiate their products and services, improve operational excellence, and increase workforce productivity. With PTC, and its partner ecosystem, manufacturers can capitalize on the promise of today's new technology to drive digital transformation.

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