



## PTC Appoints Craig Melrose to Lead New Digital Transformation Solutions Organization

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BOSTON--(BUSINESS WIRE)--Jul. 16, 2019-- [PTC](#) (NASDAQ: PTC) today announced that Craig Melrose has been appointed as the executive vice president of the company's digital transformation solutions organization. Melrose will lead this newly-formed organization to build customer-facing solutions that incorporate PTC's industry-leading CAD, PLM, IoT, and AR technologies.

Melrose is a recognized and proven thought leader in operations excellence and digital transformation – and is considered an expert on large-scale Industry 4.0 programs. During his 20 years at McKinsey, Melrose led numerous operations and digital transformation initiatives, working directly with customers to understand their challenges, and identify both tactical and strategic solutions. Throughout his career, he has helped companies dramatically enhance their factory automation strategies, including Toyota Motor Manufacturing, where for five years prior to joining McKinsey, he led the improvement of Toyota's lean production systems through the introduction of new products.

"Craig brings a unique mindset to PTC. Having designed over 50 different operations excellence programs in six continents, he knows what it takes to achieve true digital transformation across various industries and geographic regions," said Jim Heppelmann, president and CEO, PTC. "He will bring a customer-centric approach to how PTC solves its customers' greatest challenges – acting as a trusted guide who first understands the customer's problem through experience, and then drives toward an enhanced technology solution."

"I'm delighted to be working with Jim and the executive team to address today's most pressing challenges for manufacturers," said Craig Melrose. "With PTC's vision, commitment to customers, and technology excellence, I see the opportunities as limitless and truly world changing."

Melrose reports directly to PTC President and CEO Jim Heppelmann and is based in PTC's headquarters in Boston's Seaport innovation district.

### **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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