



## Should-Cost: Industry Approach on Design for X

*An invitation to discover industry-required skills for your future career*

### Abstract

Shifting mindset from academic exercises of design to industrial application of design strategy is a challenge every engineer faces. The concepts and focus of industrial applications evolve with each Management team, customer request, or evolution in the technical strategy so how should we approach thinking about concepts of design?

Utilizing experience from someone in industry, we are going to explore the mindset and concepts taught in a Fortune 500 Automotive supplier for approaching **Should-Cost** engineering. The goal is to provide insight on how the real-world application of product design can move beyond theoretical concept.

### Speaker Bio

Utilizing 10+ years of experience within Dana Inc., Amanda oversees the strategic product portfolio for activities driving value through VA/VE, Complexity Reduction, and Should-Cost methodology. With education focused in Accounting and Computer Information Systems, practical experience has been spread across progressive Financial roles and 7 years with strategic responsibility within the engineering community.

### Key Career Aspects:

- Created & Implemented Global Project Portfolio Governance (2,500+ users)
- ERP Implementations 3x – SAP
- Experience within product launches with Nissan & Toyota



### Amanda Inks

Head of Global Engineering  
Off-Highway – Value Delivery  
Dana Incorporated

**Friday, March 14**

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

(1 - hour seminar with lunch and discussion).

### In-Person Only:

Location: Chrysler 151

Chrysler Building  
2121 Bonisteel Blvd, Ann Arbor

### Host

Miki Banu  
Professor, Department of  
Mechanical Engineering

### Organizer

Wenda Tan  
Associate Professor,  
Mechanical Engineering



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