

The George W. Woodruff School of Mechanical Engineering  
**Annual Distinguished Lecture**  
**INVITATION**

*Lutz's Laws:  
A Primer for the  
Business Side of  
Engineering*



Robert A. Lutz  
Vice Chairman  
Chrysler Corporation

Thursday, April 23, 1998  
3:30 p.m.  
Auditorium in the Van Leer  
(Electrical Engineering) Building

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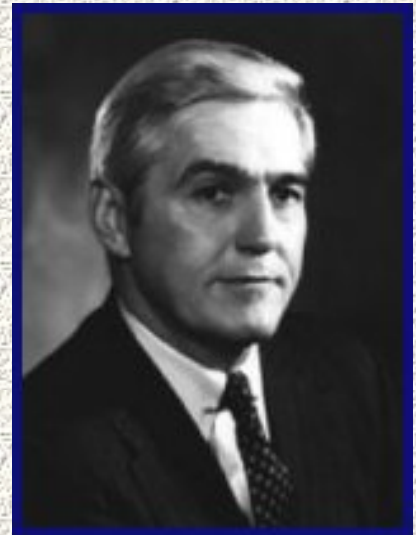
## SYNOPSIS

Let's face it, the "world of business" is a pretty strange place. And, like it or not, a lot of engineers are going to wind up there. How, exactly, are you going to cope? Certainly, good looks alone won't be enough. For starters, you are going to need to know the difference between engineering and re-engineering. The former has something to do with what you learned in school; the latter, with the sometimes-inscrutable alchemy that separates successful enterprises from unsuccessful ones. What makes some enterprises successful and others not so? It isn't alchemy really; it's thinking. Engineers, of course, tend to be left-brained thinkers - linear, quantitative, and rational. The problem is, customers and markets are not always rational (despite what they teach in Economics 101). That's why a healthy dose of right-brained thinking (basically, informed intuition) is needed as well - yes, even among engineers. As we move into the 21st century, successful enterprises are those that think with their whole brain - the "irrational" right, as well as the linear left. And understanding this and other fundamental (though not always obvious) "laws" of business will play a huge role in determining who are the winners and the losers in the future.

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## BIOGRAPHY

Robert A. Lutz was named Vice Chairman of Chrysler Corporation on December 5, 1996. Lutz is a director of the Company and focuses primarily on Chrysler's product development activities. As a member of the Office of the Chairman, he is involved in all major decisions and acts as coach and advisor. Prior to this position, Lutz was President and Chief Operating Officer for Chrysler's car and truck operations, including International Operations. He led all of Chrysler's automotive activities including Sales, Marketing, Product Development, Manufacturing, and Procurement and Supply. He had been President of Chrysler since January 1991. Lutz joined Chrysler in June 1986 as Executive Vice President of Chrysler Motors Corporation, and was elected to the Chrysler Corporation Board of Directors in June 1986. He was named President-Operations in January 1988, and President-Chrysler Motors in November 1988. Prior to Chrysler, Lutz spent twelve years at Ford Motor Company, where he was Executive Vice President of Truck Operations. Prior to that, he served as chairman of Ford of Europe and Executive Vice President of Ford's International Operations. Lutz started his automotive career at General Motors Corporation, where he held a variety of senior positions in Europe. Later, he served three years as Executive Vice President of Sales at BMW. Lutz is a member of the Board of Directors of Northrop Grumman, ASCOM (a Swiss telecommunications and electronics



company), and Silicon Graphics, Inc. He is also a member (and former chairman) of the American Highway Users Alliance. He serves on the Advisory Board of the Walter A. Haas School of Business at the University of California, Berkeley. He is a member of the Michigan Cancer Foundation, the executive committee of the National Association of Manufacturers, and on the board of trustees of the U. S. Marine Corps University Foundation and the Marine Military Academy. Lutz received his B.S. in 1961 (he was a Phi Beta Kappa) and an M.B.A. in 1962 (with highest honors), both from the University of California, Berkeley. He served as an aviator in the U.S. Marine Corps from 1954-1959 and attained the rank of Captain. He was born February 12, 1932 in Zurich, Switzerland.

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## **THE WOODRUFF SCHOOL**

The George W. Woodruff School of Mechanical Engineering Annual Distinguished Lecture was established in 1990 to honor an engineer who has made a significant contribution to society and to provide a forum for that person to interact with the Georgia Tech community.

Support for the lecture is made possible by the generosity of the late George W. Woodruff, an alumnus and influential Atlanta businessman, civic leader, and philanthropist. In September 1985, at the age of 90, Mr. Woodruff attended the ceremonies to rename the School of Mechanical Engineering in his honor. Today, the Woodruff benevolence continues to benefit Georgia Tech through the support of two major scholarship funds and a significant, unrestricted endowment. The Woodruff bequest to the School of Mechanical Engineering underwrites a faculty chair - the George W. Woodruff Chair in Mechanical Systems - and activities such as the Woodruff Faculty Fellows Program, the Woodruff Graduate Fellowship Program, the Woodruff Teaching Intern Program, the Woodruff Seminar Series, developmental leaves for faculty, and research and teaching assistantships for graduate students.

The Woodruff School of Mechanical Engineering is the oldest and second largest of eight divisions in the College of Engineering at Georgia Tech. The School offers academic and research programs in mechanical engineering, nuclear and radiological engineering, and health physics. The enrollment includes 975 undergraduates (excluding co-ops at work) and 507 graduate students. Studies are directed by a full-time faculty of 60 professors, 18 research faculty, and one academic professional, who are supported by 44 staff members.

For additional information about the Woodruff School, contact Ward O. Winer, Regents' Professor and Chair at:

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## Distinguished Lecturers

- 1990 Donald E. Petersen, Chairman and CEO, Ford Motor Company
- 1991 Samuel C. Florman, Author and Professional Engineer
- 1992 Chang-Lin Tien, Chancellor and A. Martin Berlin Professor of Mechanical Engineering, University of California, Berkeley
- 1993 Sheila E. Widnall, Associate Provost and Abby Rockefeller Mauze Professor of Aeronautics and Astronautics, Massachusetts Institute of Technology
- 1994 Roberto C. Goizueta, Chairman of the Board and CEO, The Coca-Cola Company
- 1995 James J. Duderstadt, President, The University of Michigan
- 1996 Norman R. Augustine, Chairman and CEO, Lockheed Martin Corporation
- 1997 Charles M. Vest, President and Professor of Mechanical Engineering, Massachusetts Institute of Technology
- 1998 Robert A. Lutz, Vice Chairman, Chrysler Corporation

# Lecture

Thursday, April 23, 1998, 3:30 p.m.  
in the Auditorium of the Van Leer  
(Electrical Engineering) Building  
Georgia Institute of Technology

# Reception

After the lecture, guests are invited to a reception (under the yellow tents) in the courtyard of the Joseph M. Pettit Microelectronics Research Center (MiRC). Free parking will be available in the Visitor Parking Lot. A shuttle van will operate between the parking lot and the auditorium (see the map for locations). Signs will be posted.