Mark E. Sampson

Mark Sampson is the product evangelist preaching integrating systems engineering and requirements within the product-lifecycle management (PLM) business at Siemens—enabling systems engineering and requirements to participate/influence all aspects of product development.

After graduating with a BS in Computer Engineering from BYU and a MS in Systems Engineering from USC, Mark started his career at Texas Instruments, survived a successful boot-strap startup, selling out to EDS, eventually ending up at Siemens with a breadth of 30 years' experience around applying Systems Engineering tools in a variety of industries and well-known brands—high tech, automotive, defense aero, medical devices, consumer products, and others.

Mark was a founding member of the INCOSE N.Texas Chapter, has served in a variety of local and international-level leadership roles including INCOSE Technical Board overseeing modeling and tools strategies. He currently chairs INCOSE's MBSE Initiative which is responsible for system modeling standards such as ISO-AP-233 system data exchange standard and SysML and is currently focused on developing/implementing MBSE best practices.

Mark has published a number of articles on automating systems engineering in various journals including INCOSE Symposia, Insight, and IEEE Spectrum. In addition, Mark is an adjunct professor at SMU where he teaches graduate-level systems engineering courses.

Mark lives outside Zion National Park in Southern Utah where he and his wife are experiencing raising a teenager.