

Author's Bio

Dantar Oosterwal is a renowned expert in Lean Product Development, with a distinguished career spanning over two decades. He has made significant contributions to the lean development community as well as driven the application of Design for Manufacture and Assembly (DFMA) and Value Engineering (VE) principles across various industries. Dantar holds a bachelor's degree in Mechanical Engineering from the University of Michigan and a master's degree in Business from the Massachusetts Institute of Technology (MIT).

Dantar's professional journey includes leadership roles at iconic companies such as Harley-Davidson and General Motors. At Harley-Davidson, he implemented groundbreaking lean product development methods, resulting in a five-fold increase in development throughput. Additionally, he established cost engineering and brought design-to-cost methodologies to the company, leading to substantial cost savings and enhanced efficiency. His tenure saw him institute DFMA and VE methodologies that further underscored his passion to optimize value and improve product quality.

In addition to his corporate accomplishments, Dantar is a published author. His books, "The Lean Machine: How Harley-Davidson Drove Top-Line Growth and Profitability with Revolutionary Lean Product Development" and "Visible Knowledge for Flawless Design," have been widely acclaimed for their insights into lean product development and practical applications in the manufacturing industry. His writings and thought leadership have influenced a broad spectrum of industries, including aerospace, automotive, energy, and telecommunications.

Currently, Dantar is a Senior Vice President and partner with ARGO-EFESO Consulting, where he leads the Idea to Value practice for the Americas. In this role, he continues to drive innovation and efficiency improvements for clients, leveraging his extensive experience and expertise in Lean Development, DFMA and VE principles.

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