

Sheila Brennan

Program Manager



As Program Manager of IDC Manufacturing Insights' Aftermarket and Service Strategies, Sheila Brennan examines key trends, technologies and best practices in intelligent service and warranty strategies, and how best in class companies use IT in aftermarket operations for competitive advantage. Her research topics include governance models of service and warranty organizations, innovation in MRO, reverse logistics and spare parts inventory management. As part of her research, Ms. Brennan investigates the use of analytics software and the adoption of mobility and cloud computing to improve operations in aftermarket service.

Ms. Brennan blogs in the [IDC Manufacturing Insights Community](http://idc-insights-community.com/manufacturing) (<http://idc-insights-community.com/manufacturing>). Her Twitter handle is SheilaB_IDC.

Ms. Brennan has over 15 years of experience in process design, performance measurement, product development and quality management, with a strong focus on efficiency, KM and manufacturing.

Ms. Brennan's most recent experience involved launching and managing the Manufacturing Peer Forum at AMR Research, where she facilitating best practice sharing for F1000, manufacturing, supply chain, operations and IT executives. Prior to this she conducted dozens of benchmarking studies for AMR and PRTM's benchmarking groups, measuring the impact of best practices and technology on operational performance to deliver prioritized recommendations for improvement to manufacturers.

Preceding this, Ms. Brennan was the Director of Quality and Programs at a specialty valve manufacturer, and spent several years providing management and process consulting to manufacturing and design groups concerning their product development and quality management systems. As the Program Developer for a semiconductor manufacturer in their automotive business unit, she was in charge of compliance to QS-9000, PPAP and customer specific requirements for design and engineering.

Ms. Brennan holds a Bachelor of Science in Mechanical Engineering, and a Master of Science in Engineering Management, both from Northeastern University in Boston, Massachusetts.