

## **Martin Whitmarsh, CEO of Land Rover BAR, to Keynote CD-adapco's STAR Global Conference 2016**

*Whitmarsh's Keynote and a robust agenda featuring over 100 presentations from some of the biggest names in the engineering world are among the highlights of one of the industry's showcase events*

New York and London. February 16, 2016 ([PRWEB](#)) February 16, 2016 -- CD-adapco, the largest privately held CFD-focused provider of Computer Aided Engineering software, announced today that Martin Whitmarsh, the Chief Executive Officer for Land Rover BAR and former CEO of McLaren F1, will be the Keynote Speaker at the [STAR Global Conference 2016](#) to be held March 7-9 in Prague, Czech Republic.

Whitmarsh rose to the position of Managing Director of the McLaren Formula One team in 1997 before eventually becoming the CEO of McLaren Racing and the McLaren Group from 2004-2013. He stepped into his new role as CEO of Land Rover BAR in April 2015, strengthening the team's goal to bring the Cup home to Britain for the first time in over 160 years.

Following Whitmarsh's much-anticipated Keynote, the three-day [STAR Global Conference 2016](#) will feature a number of high-level presentations from the likes of Abbott Diagnostic, Airbus Operations GmbH, AREVA GmbH, BAE Systems Maritime - Submarines, BASF SE, BMW, Bottero Glass Technology, Caterpillar, Daimler, Dyson, Ford Motor Company, Hyperloop Technologies, Mercedes-Benz, Porsche, UTC Aerospace Systems, Volvo and many more.

[The STAR Global Conference](#) is an annual event that is recognized as one of the world's largest gatherings of simulation experts and is an opportunity to meet with CD-adapco management, software developers and support engineers. Attendees will learn how to use CAE more effectively in their organization by simulating whole systems rather than just individual components. They will leave the event with a complete understanding of the business benefits of simulation and realistic implementation strategies for their organization.

### About CD-adapco

CD-adapco ([www.cd-adapco.com](http://www.cd-adapco.com)) is the world's largest, privately owned CFD-focused CAE provider. Our core products are the technology-leading simulation packages, STAR-CCM+® and STAR-CD®. The scope of our activities, however, extends well beyond CFD software development to encompass a wide range of CAE engineering services in fluid dynamics, heat transfer and structural engineering. Our ongoing mission is to "inspire innovation and reduce costs through the application of engineering simulation software and services." CD-adapco has maintained 15% organic year-on-year growth over the last five years. CD-adapco employs over 900 talented individuals, working at 40 strategic locations across the globe.

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