

HOW I LEARNED TO MAKE A LIVING BUILDING MODELS (AND WHY I SWEAR I'M NOT JUST PLAYING VIDEO GAMES)

Matthew Hobson-Rohrer¹

¹Roar Simulation, Salt Lake City, UT, USA

ABSTRACT

Matt Hobson-Rohrer's career is a masterclass in simulation technology. He's held nearly every role possible: he built models for a decade, developed software, managed consulting teams, and eventually ran the entire AutoMod business. For 20 years with AutoMod, he climbed the ladder, later moving into business development to help Emulate3D and SIMUL8 grow their North American presence.

Today, Matt's company, Roar Simulation, builds sophisticated digital models of material handling automation to help clients "eliminate risk" before physical systems go "live".

After 37 years in the industry (which he insists is a legitimate job, not just playing Fortnite), Matt has some hard-won lessons to share with the WinterSim community. He will offer insights on the core principles we need to preserve as the field evolves, and his unfiltered perspective on what we should change.

SPEAKER BIOGRAPHY

MATTHEW HOBSON-ROHRER has been in the simulation industry for more than 30 years. He has experience with multiple simulation technologies, and has focused on simulation applications in material handling and automation. Matt has been a leader in the simulation community as well, chairing the Winter Simulation Conference in 2001, and leading the WSC case studies track in recent years. Matt enjoys the mountain lifestyle of Utah, mountain biking, hiking, and skiing with his family.