

NEWS RELEASE

For Immediate Release

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Dana Wolcott Joins Product Genesis as Vice President!

Dana is an innovation leader with over 15 years experience working at the intersection of new technologies and customer needs that leads to the discovery of new product and business opportunities.

Dana has Invented and developed new technologies; studied and observed customer behavior; and successfully applied those discoveries to deliver over 20 new products and businesses, resulting in over \$2.5 billion in sales.

He is a creative problem solver; team builder, team leader, collaborator, and coach. He loves new ideas and helping them become profitable new business.

- B.S. cum laude in Math with a Minor in Science, SUNY Brockport
- A.S.S Math and Science from Genesee Community College
- Member of the Innovation Network and graduate of Innovation University
- Holder of 17 US Patents

About Product Genesis:

Product Genesis, headquartered in Cambridge, Massachusetts, specializes in Strategic Innovation management consulting services that help our clients create new business opportunities, a sustainable competitive advantage, and increased shareholder value. Spun out of the MIT Innovation Center in 1986, Product Genesis has worked with diverse organizations from Global 1000 corporations, to venture capital and private equity-backed firms, accelerating their success in the medical, industrial, commercial, consumer and technology markets.

For more information about Product Genesis, visit: www.productgenesis.com.