

NEWS RELEASE

For Immediate Release

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Product Genesis on 2005 Harvard Business School Marketing Conference Panel – “Breakthrough Brands: *Bring on the Revolution!*”

Patrick Casey, Director at Product Genesis to discuss “Ignoring Your Customers, They Don’t Know What They Want” at the third annual 2005 HBS Marketing Conference, along with:

- Bob Berney, President of Newmarket Films,
- Wendy Cockayne Lucas, Director of Global Marketing at Avon,
- Patrick McNenna, Manager of Marketing Communications at BMW
- Johanna Shapiro, Senior Partner at Ogilvy & Mather, New York discuss

Cambridge, MA, Saturday, April 9, 2005 – Product Genesis, the premier Strategic Innovation consulting firm, today announced that Patrick Casey, Director at Product Genesis, has been selected to speak at the **HBS Marketing Conference “Breakthrough Brands: *Bring on the Revolution!*”** on the panel “**Ignoring Your Customers, They Don’t Know What They Want,**” April 9, 2005 in Cambridge, Massachusetts. Patrick Casey joins a select, invitation only group for this presentation.

According to Harvard Business School, “in today’s marketing battleground, evolution and innovation are just price of entry. The future of branding now requires nothing short of a revolution. Despite what might seem like insurmountable forces for many marketing professionals, a select few are driving the revolution. They move forward without fear; without hesitation. They have capitalized on this period of change to dominate. Clearly, they know something about branding that most others do not.”

“We have a group of marketing professionals, faculty and MBA students will come together to connect and challenge one another on the future of marketing. Top marketers from icon brands will reveal insights into their success. We will dig behind the public persona and probe into their marketing world; into their marketing minds.”

Mr. Casey’s panel will discuss paralysis by analysis and death by focus group. Mr. Casey will describe how Product Genesis identifies emerging market trends and unmet customer needs through a variety of techniques, including ethnography and scenario mapping, that overcome the customers’ inability to articulate their true desires.

For more information on the 2005 HBS Marketing Conference “Breakthrough Brands: *Bring on the Revolution!*” visit http://hbswk.hbs.edu/pubitem.jhtml?id=4766&sid=-1&t=special_reports

About Patrick Casey

Patrick Casey is a Director at Product Genesis, a strategic innovation firm based in Cambridge, MA. At Product Genesis, Mr. Casey manages product innovation projects for both small companies and Fortune 500 clients.

Prior to Product Genesis, Mr. Casey held a number of senior marketing and general management positions involved in the definition and introduction of new product categories. He was the Director of Marketing and Sales at Innovision Corporation, where he managed development of machine vision solutions for Fortune 500 companies. He was also the Director of Electronic Imaging Peripherals Marketing at Polaroid Corporation, where he introduced an award winning handheld digital camera and a market leading desktop graphic arts scanner. And he was the General Manager of the Software Products Division at Motorola Corporation, where he commercialized communication software now shipping in millions of brand name personal computers. Mr. Casey holds a BS in Mathematics and Computer Science from Bates College and an MBA from MIT's Sloan School of Management.

About Product Genesis

Product Genesis, headquartered in Cambridge, Massachusetts, specializes in Strategic Innovation consulting services that help our clients create new 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.

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