

NEWS RELEASE

For Immediate Release

Contact: Talbot Goodyear
Product Genesis
617.234.0070 x300
info@productgenesis.com

Product Genesis to Lead Cambridge-MIT Institute Innovation Symposium

Jeff Hovis, Managing Principal at Product Genesis to lead the symposium panel on Incremental Innovation Management and present on “Scenario-Base Innovation Portfolio Management”; Dr. Val R. Livada, Vice President at Product Genesis to lead the general session on “Technology Innovation” at the CMI, Center for Competitiveness and Innovation, Managing Radical and Incremental Innovation Symposium, December 14, 2004 in London.

Cambridge, MA, November 29, 2004 – Product Genesis, the premier Strategic Innovation consulting firm, today announced a that two of its senior managers have been selected to lead sessions at The Cambridge-MIT Institute’s Symposium *Managing Radical and Incremental Innovation*, December 14, 2004, at The Royal Society in London, UK. Dr Val R. Livada, Vice President at Product Genesis will lead the general session on “Technology Innovation”. Jeff Hovis, Managing Principal at Product Genesis will lead the symposium panel on Incremental Innovation Management, and will present on “Scenario-Based Innovation Portfolio Management”.

Dr. Livada’s general session will introduce the focus of the Symposium, *Technology-Driven Innovation*, with a specific emphasis on product development portfolio management issues. Topics to be covered include:

- Approaches to portfolio selection, assessment and balancing,
- Examples of practice from different organizations,
- Corporate venture capital and disruptive innovation.

Mr. Hovis’ panel will address Incremental Innovation Management challenges for corporate organizations, and will include thought leaders from Oracle Corporation and ICI. The panel presentations will place a specific emphasis on:

- New portfolio management techniques,
- Working with the Strategic Business Units,
- Assessing the risk.

An additional panel will address Radical Innovation Management, and will include senior representatives from Shell, Motorola and the Radical Innovation Group.

The Symposium will be keynoted by Professor Nick Oliver, Professor of Management, Fellow of Wolfson College and Director of the Centre for Product Innovation Research (CePIR) at the University of Cambridge and Dr. Bill Lucas, Principle Research Scientist at the Sloan School of Management, MIT and Associate Director of the Cambridge-MIT Institute.

This Symposium is part of an ongoing series by the CMI Centre for Competitiveness and Innovation, and will continue in 2005 with additional sessions scheduled for April 12 and October 4, 2005. For more information on The Cambridge-MIT Institute's Symposium *Managing Radical and Incremental Innovation*, or additional Symposia in the series, please contact Alex Balkwill, Centre Administrator, Centre for Competitiveness and Innovation, The Cambridge-MIT Institute, University of Cambridge, Cambridge, UK, +44 (0) 1223 760582 (phone), a.balkwill@jims.cam.ac.uk (email).

About The Cambridge-MIT Institute

The **Cambridge-MIT Institute (CMI)** is a joint venture between the University of Cambridge and the Massachusetts Institute of Technology. Supported by the UK government and industrial partners, CMI's mission is to improve the competitiveness, productivity and entrepreneurship of the UK, by educating leaders, discovering knowledge and developing technologies, and creating programmes for change using a partnership of Cambridge and MIT.

For more information about The Cambridge-MIT Institute, visit www.cambridge-mit.org.

About Product Genesis Innovation Genesis, LLC

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 industrial, commercial, consumer, medical and technology markets.

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

###