

## NEWS RELEASE

### For Immediate Release

**Contact:** Talbot Goodyear  
Product Genesis  
617.234.0070 x300  
[info@productgenesis.com](mailto:info@productgenesis.com)

### Dan Mooers Joins Product Genesis' Strategic Innovation Team

**Cambridge, MA, October 27, 2004** – Product Genesis, the premier Strategic Innovation consulting firm, today announced that Dan Mooers has joined Product Genesis as a Vice President. Dan will focus on the management of client programs in the areas of innovation, product management and growth opportunity identification, with a particular focus on innovation opportunities in the process industries.

Dan brings more than a dozen years of consulting experience to Product Genesis. In addition he has executive management experience with several firms within the industrial process industries. He was Executive Vice President at Bemis Tape, a manufacturer of pressure sensitive carton sealing tape, and Director of Sales and Marketing at AGP Gentech, a manufacturer of packaging materials. He was also Vice President of Marketing for Riverside Paper, a paper manufacturer and converter and General Manager of Cordage a marketer of paper and plastic substrates. Most recently he has been President of The Mooers Group, an international consultancy and marketing organization specializing in growth opportunity development.

Dan has been very active with international clients and market challenges, assisting in both US market entry strategies and broader international growth opportunity identification. He has particular experience in working with clients based in Australia and Asia.

Dan studied marketing and management at Boston College and Cleveland State University. He has advanced certification in marketing management, sales management and database management. Dan is an active member of the MIT Enterprise Forum.

### **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 industrial, commercial, consumer, medical and technology markets.

For more information about Product Genesis, visit [www.productgenesis.com](http://www.productgenesis.com).

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