

## NEWS RELEASE

### For Immediate Release

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

### Dr. Val R. Livada Joins Product Genesis' Strategic Innovation Team

**Cambridge, MA, July 22, 2004** – Product Genesis, Inc. (“Product Genesis” or the “Company”), the premier Strategic Innovation consulting firm, today announced that Dr. Val R. Livada has joined Product Genesis as a Vice President. Dr. Livada will focus on the management of client programs in the areas of innovation, product development and R,D&E management, with a particular focus on the impact of strategic planning and organizational dynamics on successful innovation.

Dr. Livada brings more than 25 years of consulting experience to Product Genesis. He was a Director at Braxton Associates, an international strategy planning consulting firm, and a Vice President at Pugh-Roberts Associates, a technology management firm established by Prof. Ed Roberts from MIT. He was also the leading practitioner in the area of innovation management for the PA Consulting Group. In 1996 he established Weybridge Partners, a network of formal and informal associations of practitioners and organizations focused on the successful commercialization of technology. The network, which Val continues to manage, includes business and technology consultants, venture capitalists, academics, entrepreneurs, lawyers, etc. in the US and abroad.

Dr. Livada is also active in efforts to stimulate activities between US and European/Far Eastern organizations. In Europe, Val has worked with many firms in the UK, Switzerland, Germany and Scandinavia. He has been instrumental in establishing US operations for several established and emerging European companies, including Nokia Research and Pro2Kem. In the Far East, traditionally strong ties to South Korea, Japan and Taiwan are now being expanded into China.

Dr. Livada received his undergraduate degree from MIT and his MA/PhD from Tufts University. He has been a Guest Lecturer at the MIT Sloan School's, Management of Technology Program for the last 12 years. Presently Val is working with the Cambridge University/MIT Institute on a variety of topics including Innovation, Entrepreneurship and Growth as well as Industry/University relations.

**About Product Genesis, Inc.**

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).

###