

## NEWS RELEASE

### For Immediate Release

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### **Eric D. Mankin, Ph.D. joins the Product Genesis Team as a Vice President !**

**Cambridge, MA, February, 2008** – Product Genesis, the premier Strategic Innovation consulting firm, today announced that Eric D. Mankin, Ph. D. has joined Product Genesis as a Vice President. Eric is also the President of Innovation & Business Architectures, Inc. and an affiliate of Babson College.

Prior to joining Product Genesis, Eric was the founding Executive Director of Babson College's Innovation and Corporate Entrepreneurship Research Center. At Babson, he led research on mechanisms by which companies could improve both their entrepreneurial abilities and innovation performance. He organized and led a number of conferences around specific topics related to these areas with a focus on the best ways to harness innovation for effective business results.

Eric has provided advisory services on corporate entrepreneurship, innovation and growth since 1990. His work has enabled companies to turn their best ideas into successful businesses.

He's worked closely with senior management at dozens of companies, in locations ranging from the United Kingdom to Singapore to India and the United States, and in a broad range of industries, from pharmaceuticals to insurance.

Prior to leading Babson's ICE Research Center, Eric was the Vice President of Research at Cap Gemini Ernst & Young's Center for Business Innovation in Cambridge, Massachusetts. In the ten years prior to that, from 1990 to 2000, Eric was a leader of the management consulting firm Integral, Inc., now a subsidiary of Analysis Group, Inc.

In Eric's recent publications, he has described and tested new frameworks for evaluating the potential success of a new product or service, and discussed the best ways of bringing these innovations to market.

Eric is trained as an economist, with an undergraduate degree (*summa cum laude*) from Yale, and a Ph.D. and an MBA from Harvard University.

**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](http://www.productgenesis.com).

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