

## NEWS RELEASE

### For Immediate Release

Contact: Daniel Blasi

Product Genesis

617.234.0070 x200

[info@productgenesis.com](mailto:info@productgenesis.com)

## Product Genesis to Facilitate MindShare at the Second Annual Innovations in New Product Development Executive Summit

Product Genesis, the premier Strategic Innovation consulting firm, today announced that Jeff Hovis, Managing Principal at Product Genesis, will facilitate the thought-leader panel **“Product Differentiation and Positioning”** at the 2nd Annual Innovations in New Product Development, Management & Technology Strategies Symposium sponsored by Frost & Sullivan, November 6-10, 2005 in Miami, Florida. Mr. Hovis joins a select group of invitation-only speakers, panelists and facilitators.

According to Frost & Sullivan, “Today’s product success depends on a tightly integrated product team across the total life cycle, from innovation through development to commercialization and product strategy. Whether focused on new product innovation or maintaining market share post-launch, today’s product teams in every industry face common challenges: Innovation, speed to market, profitable products and the retention of market share. This comprehensive event tackles top management’s pressing technology, management, marketing, and organizational challenges and opportunities. This Executive Summit delivers real world insights and case histories from seasoned product team professionals along with multiple opportunities for you to network and brainstorm with solution providers and your peers in interactive sessions, allowing you to get practical in applying what you’ve learned to your own organization.”

Mr. Hovis’s MindShare will explore Product Differentiation and Positioning and specifically address *Avoiding the Curse of Commoditization*; creating, capturing and sustaining the value from new products and services are top of mind priorities in new product development. Specifically his panel will explore how leading companies:

- Create compelling customer value
- Navigate ever shifting value chains
- Enhance value through product solution and system differentiation and
- Communicate value through effective positioning

Thought-leader panelists include: Marty Zanfino, Director of Product Development, **Mitsubishi Digital Electronics America, Inc**; Karim Lalji, Vice President, New Product Commercialization and Business Analysis, **Sepracor**; and Mary Foltz, Director, Location and Mobility Product Management, **Sprint Nextel**.

**About Jeff Hovis:**

Jeff leads Product Genesis, and is responsible for executive-level interface in technology and innovation strategy client programs. In addition to his firm management role at Product Genesis, he serves as a senior advisor to *Global 2000* CTOs on strategic innovation issues. Jeff is a frequent guest lecturer at the MIT Sloan School of Management. Jeff has extensive experience in strategic marketing and technology landscape projections for medical, life sciences, industrial, commercial, and consumer products, and is involved in all aspects of innovation strategy development, ranging from trend and convergence projections, market analysis, through market opportunity and business case synthesis, to platform, roadmap and product requirements specification generation.

**About Frost & Sullivan:**

Frost & Sullivan was founded in 1961 in New York City with a specific mission: To publish world-class market consulting information and intelligence on emerging high-technology and industrial markets. The company soon developed a reputation as one of the world's leading companies in growth consulting and corporate training. Now well into its fourth decade, Frost & Sullivan has won a worldwide reputation for publishing high-quality growth consulting and training reports in more than 20 major industries.

For more information about the Innovations in New Product Development, Management & Technology Strategies Symposium visit:

<http://www.frost.com/prod/servlet/summits-details-schedule.pag?as=attend&eventid=7053075&title=Agenda>

For more information about Frost & Sullivan visit: <http://www.frost.com/prod/servlet/frost-home.pag>

**About Product Genesis:**

Product Genesis, headquartered in Cambridge, Massachusetts, specializes in Strategic Innovation 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).

###