

NEWS RELEASE

For Immediate Release

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Product Genesis to Speak at PDMA/IIR Front End of Innovation Conference

Patrick Casey, Director at Product Genesis co-presents with Rajul Misra, Senior Scientist at the United Technology Research Center, on “Seeing Around the Corner: Using Scenarios to Identify New Market Opportunities” at the PDMA/IIR *Front End of Innovation Conference*, May 23-25, 2004 in Boston, MA.

Cambridge, MA, January 28, 2005 – Product Genesis, the premier Strategic Innovation consulting firm, today announced that Patrick Casey, Director at Product Genesis, has been selected to speak at the Third Annual PDMA/IIR *Front End of Innovation Conference*, May 23-25, 2004 in Boston, MA. Mr. Casey will co-present a case study with Mr. Rajul Misra, Senior Scientist, United Technology Research Center (UTRC) titled “Seeing Around the Corner: Using Scenarios to Identify New Market Opportunities”.

According to the PDMA, “The Front End of Innovation is widely regarded as the greatest opportunity to improve innovation and enhance sustainable growth. Our committee has worked hard since the last conference to put together THE premier conference on the front end by eliciting the best thought leaders in both academia and industry to participate.”

Messrs. Misra and Casey’s paper addresses the important innovation challenge that new product teams are often trapped in a static view of their environment that limits potential innovation and leaves them vulnerable to competitors with more fore site with regard to market dynamics. To be successful, new product teams need to be able to “see around the corner”. But anticipating change is difficult, especially if the environment has been stable for a period of years. During the presentation, the speakers will explore methods used at UTRC to identify emerging trends that interact to create alternative business scenarios, organizational barriers that might reduce the effectiveness of response strategies, and tools to align strategic business plan elements to any given scenario including product, price, IP strategy, partnerships and channels.

Joining Product Genesis at the event are other innovation leaders, such as, **Sir Harold Evans**, Historian and Author of, “They Made America: Two Centuries of Innovation From Steam Engine To Search Engine,” **Gerald E. Johnson**, President & CEO – The Chlorox Company, **Peter Senge**, PhD, Pioneer in the Field of Learning Organizations and

Author of “The Fifth Discipline,” **Jack Welsh**, Former Chairman and CEO – GE, **Steve Wozniak**, Inventor/Entrepreneur & Co-Founder – Apple Computers, and **Benjamin Zander**, World-renowned Conductor of the Boston Philharmonic Orchestra & Leadership, Creativity & Team Building Expert.

For more information on the PDMA/IIR *Front End of Innovation Conference* visit www.iirusa.com/frontend.

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, life sciences and technology markets.

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

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