

NEWS RELEASE

For Immediate Release

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Gregory M. Smith, Ph.D. joins the Product Genesis Team

Boston, MA, January 12, 2011 – Product Genesis, the premier Strategic Innovation consulting firm, today announced that Gregory M. Smith, Ph. D. has joined Product Genesis as a Lead Consultant. Greg is also the President of ScienceSmith Consulting, Inc., and an Entrepreneur in Residence at the NJIT Enterprise Development Center.

Greg brings to Product Genesis expertise in product development and technical marketing gained in 25 years of experience with both large multinational forms and smaller venture funded startups. Greg founded ScienceSmith in 2008 specifically to help technical entrepreneurs – both outside and inside of larger corporations – commercialize new products by helping manage and execute the many tasks involved. At ScienceSmith, Greg has worked with companies that ranged from multinational Fortune 100 companies through single person start-ups, on projects ranging from incumbent technology benchmarking through top-to-bottom marketing and sales efforts. He has subject matter expertise in a variety of areas of chemical technology (inorganic chemistry, catalysis, polymerization and polymer science) and energy (batteries, fuel cells, and renewable). He focuses on elements of commercialization that demand both technical and business/marketing insight.

Prior to founding ScienceSmith, Greg was a Director of Product Management & Regulatory Affairs for Millennium Cell. Prior to that he worked with Akzo Nobel in multiple roles, including Technical Development and Technical Marketing Manager, and prior to that he worked in catalysis and polymer science with Dow Chemical.

Greg is trained as a scientist, with an undergraduate degree in chemistry from MIT and a Ph.D in inorganic chemistry & catalysis from Northwestern University. His technical publications include 10 patents and 15 papers or major conference presentations.

About Product Genesis:

Product Genesis, headquartered in Boston Massachusetts, is the premier strategic innovation management consulting firm that spun out of the MIT Innovation Center more than 25 years ago. Our unique competency is in the application of structured approaches for identifying and qualifying growth, disruption and whitespace opportunities, by matching evolving technology capabilities against changing market conditions. Our seasoned, technology-savvy cross-functional team is skilled at working across industry and market domains, and brings broad, lateral thinking that yields silo-busting product, services and business model innovations. Our clients, on six continents, include some of the most successful innovators in the *Global 2000*, with shareholder returns far above industry norms.

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

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