

NEWS RELEASE

For Immediate Release

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Product Genesis to Present at 11th Annual IIR & PDMA Strategic & Operational Portfolio Management Conference

Cambridge, MA, January 28, 2005 – Product Genesis, the premier Strategic Innovation consulting firm, today announced that Kevin Otto, Lead Consultant at Product Genesis, will present at the **11th Annual IIR & PDMA Strategic & Operational Portfolio Management Conference**, February 27 through March 1, 2006 in Ft. Lauderdale, Florida. Dr. Otto joins a select group of speakers, panelists and facilitators.

According to IIR and PDMA, “as companies are faced with an increasing need to grow, the number and depth of decisions that need to be made also increase. Many of these decisions have a significant impact on future growth and opportunities. There must be a mechanism in place to confront the ability to practically and pragmatically assess, develop, implement and manage investments from inception through retirement. Business performance is dependent on a consistent portfolio management process that begins within R&D, and strongly influenced by governance, business strategy, and solid execution. Choosing how to optimize limited R&D resources that will contribute to business performance from a wealth of options is an evolving ‘art’ and ‘science’ and represents a tremendous challenge for many companies.”

Dr. Otto’s presentation will address the following top-of-the-mind questions: Suppose you have developed a new technology. Who wants it? After you identify new market opportunities, how do you determine what features to include? After making initial investments on market and technology research, how do you determine how much continued investment is warranted to expand into adjacent markets? How do you know markets are adjacent for new technology, when the markets do not yet exist? Specifically his paper will explore a customer value based approach for portfolio management and will touch upon:

- Market definition for new technology
- Technology feature definition for phased portfolio breadth growth
- Feature assessment based upon customer business process improvement
- Gathering voice of the customer for new technology and future portfolios
- Quantitative economic assessment of customer value for new technology

About Dr. Kevin Otto:

Dr. Otto has worked closely with Product Genesis for over ten years as a lead innovation consultant. He has been a Professor of Mechanical Engineering at MIT, where he helped found the *Center for Innovation in Product Development*. He led the product architecture research area within the center, and has developed several methods for sizing the variety of platforms and modularizing products. Kevin has primarily been involved in the fuzzy front end of innovation, to develop effective architectural breakdowns of products and systems into modular subsystems. His past experience includes projects with automotive companies on vehicle definition, the U.S. Navy with submarines, and many other companies including everything from document handling systems, air handling equipment, and print film.

About IIR:

IIR is the world's leading knowledge and skills transfer company with a global network of 47 companies and 112 operating units. Every year, IIR works with 650,000+ business executives providing them with knowledge and skills through training, conferences, seminars, e-Learning, blended solutions, publications, exhibitions, consulting and mentoring. Each of these specialist companies leads the field by providing groundbreaking strategies and proven technical expertise in business functional areas and vertical markets.

For more information about the 11th Annual IIR & PDMA Strategic & Operational Portfolio Management Conference, visit: www.ilrusa.com/portfolio/

About PDMA:

The Product Development and Management Association (PDMA) is the premier global advocate for product development and management professionals. *Our mission is to improve the effectiveness of individuals and organizations in product development and management.* This is accomplished by providing resources for professional development, information, collaboration and promotion of new product development and management.

For more information about PDMA, visit: www.pdma.org

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.

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