

## **NEWS RELEASE**

### **For Immediate Release**

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### **Rich Salinaro, Ph. D. Joins the Product Genesis Team as a Senior Consultant!**

**Cambridge, MA, April 29, 2006** – Product Genesis, the premier Strategic Innovation consulting firm, today announced that Rich Salinaro, Ph. D. joins Product Genesis as a senior consultant. Rich initiated and led Pall's New Business and Technology Center within their corporate R&D structure. His initiatives included: in-sourced new core capabilities, developed funded research programs, developed and maintained internal and external innovation networks (Pall technical/marketing groups, corporate and private VC's, academic researchers, external funding agencies, consultants, entrepreneurs).

Dr. Salinaro is a member of the Industrial Advisory board for the NYSTAR funded Center for Engineered Polymer Materials at The College of Staten Island. Rich has 15 Years in Membrane Research and Development in positions ranging from Staff Scientist to Director of Membrane research. This included responsibility for developing new membranes and surface modification technologies (plasma, e-beam, gamma, UV, coating, self assembled polymer blending). He used this technology transfer from research into manufacturing while he developed technologies which impacted all business lines.

Rich has over 25 years of experience and has worked at Halcon Research, Union Carbide Corporation and Pall Corporation. He holds over nine US patents, and eight US Patent Applications. Dr. Salinaro graduated from Fairfield University with a BS Chemistry and Yale University with a PhD, Physical Organic Chemistry.

**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).

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