

NEWS RELEASE

For Immediate Release

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Swedish R&D Executives Visit Product Genesis during Boston Innovation Tour *Executives are participating in the CHAMPS Chalmers Advanced Management Program*

Boston, MA, March 17, 2011 – Product Genesis, the premier Strategic Innovation consulting firm, today announced that a group of more than a dozen Swedish R&D Executives visited Product Genesis as part of their Innovation and Technology Management Learning Tour of Boston and Cambridge. The group reviewed case studies and methodologies from Product Genesis' Strategic Innovation work in Europe, The Americas and Asia.

The CHAMPS visit is an annual event at Product Genesis, part of the learning tour for the Swedish R&D Executives participating in the Chalmers Advanced Management Programs in Technology Management. While in the Boston area, the CHAMPS group also visits and attends classes with MIT Sloan and Harvard Business School Professors and Senior Lecturers. Product Genesis was the only consulting organization on this year's tour schedule.

About CHAMPS:

The **Chalmers Advanced Management Programs (CHAMPS)** programs focus on developing leaders in **technology-based industry**. By increasing knowledge and improving management techniques, our programs strengthen client companies' industrial and business processes, strategic positioning and competitiveness.

CHAMPS is owned by Chalmers University of Technology. Founded in 1829, Chalmers is a leading European technology-oriented university, involved in research and education in a wide range of academic fields. The close affiliation with Chalmers and the world of research enable us to and our clients to stay at the forefront of knowledge.

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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