



New Product Development Seminars

Next Sessions: February 15 -- ROI of R&D: How to accurately measure and improve financial returns from new product development.

February 22 -- Growth through Innovation: How to survive and thrive with new products

February 24 – GeekSpeak meets SalesTalk: Improving cross-functional communication on product development teams

Target Market: Technology executives, senior R&D leaders, practicing scientists and engineers and others involved in new product development at technology companies in the Twin Cities with an emphasis on the life sciences industry.

Content: Need-to-know information on how to improve productivity of new product development. Past sessions covered the following topics:

- Portfolio Management
- Intellectual Property Rights
- Product Lifecycle Management
- Stage-Gate Processes
- Cross-Functional Development Teams
- New Product Design
- Innovation/Ideation
- ROI of R&D

Format: Industry leaders share case studies and discuss failures and successes at their companies. Experienced consultants and respected subject matter experts cover the latest theory on key topics in new product development in a half-day or full-day session.

Attendance: Our quarterly sessions are averaging about 30 attendees. Participants have come from the following companies and organizations:

- | | | |
|-------------------------|----------------------------------|------------------------------|
| ➤ Guidant | ➤ Syngenta | ➤ PolarFab |
| ➤ Boston Scientific | ➤ Imation | ➤ Micromedics |
| ➤ 3M | ➤ MTS | ➤ Arizant Healthcare |
| ➤ Synovis | ➤ UGS | ➤ BT Syntegra |
| ➤ Medtronic | ➤ Diasorin | ➤ Siemens Energy |
| ➤ St. Jude Medical | ➤ Land O'Lakes | ➤ Solid Design and Prototype |
| ➤ Paddock Labs | ➤ Advanced BioSurfaces | ➤ Cintegra Technology |
| ➤ Wound Care Technology | ➤ Sheldahl | ➤ QRDC |
| ➤ Provation Medical | ➤ United Health Care | ➤ Aspen Research |
| ➤ Altimate Medical | ➤ Anchor Wall Systems | ➤ University of Minnesota |
| ➤ American Telecare | ➤ Engineering By Design | ➤ Green Giant |
| ➤ Unisys | ➤ Softscope Medical Technologies | ➤ Select Comfort |
| ➤ Aurora Nutrition | ➤ Team Industries | |
| ➤ Biorefining | ➤ Wenger | |

Titles of attendees: R&D Manager, General Manager, VP-Development, CEO, CFO, President, CTO, Technical Sales Manager, VP-OPs, Product Manager, Director of Product Management, VP-Sales & Marketing, Engineer and various others.

(Over)



Past & Current Sponsors: The following organizations and companies have sponsored our events.

- Product Development and Management Association-MN
- Medical Device Resource Group
- British-American Business Council
- Wardrop
- Roland Mann & Associates
- Split Rock Communications

Past Presenters: These companies and organizations have shared their expertise with our audiences.

- Guidant
- Imation
- Advanced BioSurfaces
- Boston Scientific
- Dow Chemical
- PDMA-MN
- Sherpa Partners
- Quality Tech Services
- Worrell Design
- Minnetronix
- Fish & Richardson
- Ideas on the Wall
- MedSigma
- Wardrop
- Sopheon
- Control Products
- 3M
- Bixby Energy
- University of Minnesota

Meeting reviews:

“I found this session very useful and incredibly well-presented. I was very impressed.”

“I do not know of another source in the Twin Cities that is providing this type of concentrated need-to-know information in new product development complete with case studies from leading companies. Their choice of topics is spot on and the speakers are knowledgeable and credible.” - **Product Development Consultant**

“I found the June 10 seminar to be extremely worthwhile, and I would attend and recommend additional seminars on new product development from New Productivity Group.” - **Product Manager, Unisys**

“The meeting was a “Wow!” What a “purple cow!” Seth Godin, author of The Purple Cow defines a purple cow as something you won’t forget and is exciting!” - **Entrepreneur**

“The Innovation session provided a perfect blend of articulate speakers, creative exercises, useful handouts and great interactions with other attendees. This session was an excellent use of my time, was filled with speakers that stretched my brain into innovating, challenged my ways of thinking, and helped me practice brainstorming.” – **Marketing Manager, Green Giant Fresh**

“The conference, ‘Improving productivity of new product development’ was an excellent session that combined theory and practice. The speakers were experts in their fields who delivered content in an engaging way that met the needs of the participants. I highly recommend that any person in a management position attend this seminar with an open mind.” - **Company Founder**

“I enjoyed the entire conference. Specifically, the presentation on ROI of R&D drove home an important point – linking R&D work to the needs/demand of the customer - and measuring that very well” – **Business Development Manager, Large Food Company**

Contact Rod Greder, (763) 443-1531, (763) 494-9096, rgreder@improveproducts.com for information about participation, sponsorship or speaking opportunities.