



Value Innovation Portfolio Management: Achieving Double-Digit Growth Through Customer Value

By Sheila Mello, Wayne Mackey, Ronald Lasser, Richard Tait

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'Value Innovation Portfolio Management' presents a pioneering new product-selection method based on high customer value, better business strategy alignment, and optimal investment intensity - allowing businesses to find success more often with new products.

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Editorial Review

Review

"Product development and innovation management need important books like this to serve as guideposts for both new and established companies." --- *Robin A. Karol, Ph.D., NPDP, Chief Executive Officer, Product Development & Management Association*

"The approach to optimizing portfolio performance advocated in this book has helped us streamline and prioritize our product portfolio." --- *Steve Sichak, Worldwide President for Preanalytical Systems, BD Diagnostics*

"VIP Management will change the way you think about your product portfolio, business strategy, and approach to innovation." --- *John Friel, President and CEO, MEDRAD, Inc., a US affiliate of Schering AG*

About the Author

Sheila Mello is the managing partner of Product Development Consulting, Inc, an internationally recognized firm that helps organizations optimize the process of developing products and services. She is a well-respected expert in portfolio management, product definition practices, and product development process improvements and has over two decades of executive and hands-on experience in product development, hardware engineering, software development, manufacturing, and marketing. She is the author of Customer-Centric Product Definition: The Key to Great Product Development and has taught the Center for the Management of Quality (CQM) senior executive management course.

Ron Lasser has worked at PDC since 2000 specializes in helping clients quickly recover from product development problems. He is able to increase his clients' ability to deliver projects on time and on budget by applying his years of experience managing engineering organizations. He has a Ph.D. from Carnegie Mellon University and holds MS and BS degrees in mechanical engineering, also from Carnegie Mellon University. Ron is a member of Sigma Xi, a research society for learning and science, The American Society of Mechanical Engineers (ASME), and The Institute of Electrical and Electronics Engineers (IEEE).

Wayne Mackey's expertise is grounded in more than 20 years of hands-on management of large engineering, manufacturing, and procurement organizations. His management consulting focuses on product/service development, especially in areas of collaborative design, metrics, supply chain management, and business strategy implementation. He is a senior IEEE member and a member of the International Council on Systems Engineering (INCOSE), the IEEE Engineering Management Society, the IEEE Information Theory Society, the Society of Concurrent Engineering (SOCE) and the Product Development and Management Association (PDMA). Mr. Mackey has been a Principal with Product Development Consulting, Inc. since 1997.

Richard Tait's accomplishments are highlighted by a 22-year research, management, and consulting career with DuPont that included positions as senior research physicist for DuPont Central Research and Development, planning manager for DuPont Corp. R&D Planning, and R&D lab director for DuPont Diagnostic Imaging. He also was a founding member and innovation manager for the DuPont Center for Creativity and Innovation. Mr. Tait was a co-developer of the Institute for Inventive Thinking for the

National Inventors Hall of Fame.

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