



PRESS RELEASE

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Susan Loconto Penta named President of the New England Chapter of the Product Development Management Association (PDMA)

Cambridge, MA - - March 15, 2002 - - The Product Development and Management Association (PDMA) announced today the election of Susan Loconto Penta, Managing Partner and Founder of Midior Consulting, as the 2002 president of its New England Chapter. The PDMA is a volunteer-driven, global network of more than 2,500 product development professionals. PDMA's mission is to improve the effectiveness of people engaged in developing and managing new products and services. Long considered a hub of product development, the New England region offers fertile ground for the re-launch of this PDMA chapter, which will offer professional development events and training sessions, as well as networking opportunities to those engaged in product development and management.

Penta is a seasoned management consultant and experienced entrepreneur who works with companies and organizations around the world to improve enterprise performance and develop best practices for building the innovative enterprise. Penta works with industry leaders to help young, innovative companies realize commercial success and established companies improve performance by becoming better innovators. She is well known as an effective change agent and leverages her entrepreneurial spirit with 17 years of consulting, product management and development experience to inspire and accelerate every organization she touches. Penta is a popular speaker on the topic of innovation, product excellence and team building and has authored numerous articles on the same subjects.

Prior to founding Midior in 1997, Penta co-founded and launched new ventures in the high technology industry, including MODA Systems. More recently, Penta co-founded Midior Ventures LLC, a pre-seed stage fund and established MommaZone Inc., an online directory for busy parents. Penta currently serves on the boards of Schools for Children, an East coast educational non-profit, and the Center for Women & Enterprise, a non-profit dedicated to fostering entrepreneurship in New England. Penta also serves on the advisory board for Healthworks Foundation and the advisory board for the WPI Center for Entrepreneurship and Innovation. Penta holds a BSEE degree from Worcester Polytechnic Institute and an MBA from The City University Business School in London England.

Established in 1996, Midior is a management consulting firm specializing in new markets and

innovative products. Midior consultants are trained engineers and seasoned entrepreneurs who have helped companies and organizations such as State Street Corporation, OpenReach, and the Harvard Program in Refugee Trauma achieve success with their new and existing products and services. More information is available at the Midior web site at www.midior.com.