



## PRESS RELEASE

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### **Northeastern University appoints Susan Loconto Penta as Executive in Residence and Adjunct Professor in High Tech MBA Program**

Cambridge, MA - - September 1, 2002 - - Northeastern University announced today its appointment of Susan Loconto Penta, Managing Partner and Founder of Midior Consulting, as Executive in Residence and Adjunct Professor in its High Tech MBA program. 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 able to achieve dramatic results for her clients by crossing the organizational and cultural barriers between the functional disciplines of development, marketing, sales and finance in order to create effective, passionate, accountable teams. 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, Albany International, 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](http://www.midior.com).