



PRESS RELEASE

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**Susan Loconto Penta Expands Teaching Role in Northeastern University's
College of Business**

Delivers Advanced Workshop for IBM Software Group

Cambridge, MA - - December 11, 2007 - - Susan Loconto Penta, Adjunct Faculty and Executive Professor in Northeastern University's College of Business Administration, took her expertise in business process innovation to the private sector, teaching an advanced workshop for a select group of sales and technical professionals in IBM's Software Group. Presenting with a team of Northeastern professors, Penta's curriculum focused on the methodology for creation of new business models to support successful competition in the rapidly changing financial services industry.

The impetus for development of this four-day program was the increasing need for IBM software sales executives to address, not only technology issues, but also the business concerns of CIO's and business line executives. According to David Abdow, Northeastern University's Executive Director of Corporate Programs, "The decision to have Susan be part of this corporate education program was based on her expertise in business process innovation and her hands-on experience with industry leaders in the financial services sector."

In 2007, more than 100 professionals from the IBM Software Group participated in the Northeastern University workshop which is presented as part of the College of Business Custom Executive Education Program. Based on its initial success, IBM has requested an expansion of the program for 2008, increasing the frequency of sessions and more than doubling the number of attendees.

In addition to her role as adjunct professor on the Northeastern University faculty teaching graduate and undergraduate students, Penta is Managing Partner of MIDIOR Consulting, a management consulting firm that helps global clients improve their financial performance and ability to innovate through better product management and product development processes. Her expanded role in the Corporate Custom Education Program allows Penta to share lessons learned through her practical experience as a management consultant, entrepreneur, senior executive and engineer,

Established in 1996, MIDIOR is a management consulting firm specializing in product development and management for companies that deliver complex products and services. With a professional staff comprised of engineers with entrepreneurial experience, MIDIOR provides services ranging from organizational model development, to product and technology roadmaps, to hands-on tactical support for product initiatives. MIDIOR serves firms in the financial services, industrial products and high technology sectors with clients that include market leaders such as State Street Corporation, Foster Miller, Iron Mountain and Gerber Scientific.

About Northeastern University College of Business Administration

Northeastern University College of Business Administration, established in 1922, provides its students – undergraduate, graduate and executive – with the education, tools, and experience necessary to launch and accelerate successful business careers. The College credits its success

to expert faculty, close partnerships with industry, and its emphasis on rigorous academics combined with experiential learning.

The College is highly ranked by several prestigious publications. BusinessWeek ranks the College #34 in its "Best Undergraduate B-schools" and #1 in internships. The College's Bachelor of Science in International Business program is ranked #16 by U.S. News & World Report. The undergraduate program is also distinguished by Princeton Review and Entrepreneur magazine as one of the U.S. top 25 entrepreneurship programs. Financial Times ranks the College's Executive MBA program in the U.S. top 50 and U.S. News & World Report ranks the College's part-time MBA program #21 in the country. For more information about Northeastern University's College of Business Administration, visit www.cba.neu.edu.

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