



PRODUCT DEVELOPMENT SUMMIT

- **Client:** A manufacturer of medical devices
- **Opportunity:** Conduct a 2-day Action Strategy Review for the CEO and company leadership to identify and prioritize future product development and acquisitions strategies
- **Approach:** Identify and agree upon company's core competencies, financial drivers, and passion; map existing products and future product ideas compared to the core strategy, and decide upon actions and priorities
- **Results:**
 - Re-prioritized, planned, and resourced multiple product extensions and new product development efforts
 - Client acquired two other companies in the next 18 months to obtain technologies identified in the session
 - Client was acquired 3 years later at 3x stock price