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Product Development & Management Association - Carolinas Chapter hosts first event in South Carolina *April 3rd event offers networking, hands-on experience*

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DURHAM – The Carolinas Chapter of the Product Development & Management Association (PDMA) will hold a professional development and networking workshop in Greenville, Thursday, April 3rd. This will be PDMA's first event in South Carolina. In addition to offering participants valuable networking opportunities, the workshop will discuss innovation strategies through a blend of education and hands-on activities. The event will be sponsored by Michelin North America and VantagePoint.

Claire-Juliette Beale, President of PDMA Carolinas and Partner at Touch360, and Bryan Haltom, VP Marketing for the Carolinas Chapter and manager at Lord Corporation, will offer an overview of Personas and Scenarios techniques. After the introduction, participants will split into teams and have fun implementing the techniques by innovating new products. Participants will be able to network with their peers while competing to create the most compelling Personas and Scenarios. A jury led by Michelin and VantagePoint will award prizes.

The seminar will be held at Michelin on Main, 550 S. Main St., Greenville, SC 29601. Networking will begin at 6:00 p.m., and the program will run from 6:45 to 8:15 p.m. The seminar will conclude with a wrap-up and additional networking from 8:15 to 8:45 p.m. The cost is \$20 for PDMA members and \$30 for non-members. Attendance is limited to 40 so pre-registration at <http://www.pdmagreenville.eventbrite.com> is required. \$10 surcharge for on-site payment. Heavy Hors d'oeuvres and non-alcoholic beverages included. Cash bar available.

"Personas are used in many ways in product development, innovation, marketing, usability, and other areas for gaining insights and communicating who your target customers are, who are the various types of users, who are the purchase influencers, etc. Scenarios are often used to communicate the various ways customers use the products and by that gain deeper insight about the users and often how to improve products or even introduce new features. Attendees will get an intuition and motivation to explore the topic further and possibly employ these powerful tools in their work." said Claire-Juliette Beale, PDMA Chapter President. "We invite professionals at all levels who have interest in what it takes to bring to market great products and services that enhance people's lives and companies' bottom lines."

Speaker Background

Claire-Juliette Beale is Partner of Touch360, a strategic design and innovation firm where she leads the market and user research practice. Prior to Touch360, she was with the founding executive team at Global Market Insite, where she worked with clients to gain critical consumer insights for successful new product launches. Previously, she was the President of Business Development International, a management consulting firm that addressed specific marketing and business development needs of SMEs. Previous experience includes strategy consulting at McKinsey & Company and project management at industrial design firm Bresslergroup. Claire-Juliette holds a B.A. from Catholic University of Angers, and a M.A. from University of Cergy-Pontoise, France. She is an active member of PDMA and ESOMAR.

Bryan Halstom is value stream specialist at Lord Corporation where his responsibilities include new product portfolio responsibility, complexity reduction, and general product management for the Off-Highway equipment, Wind Energy, and Rail Industries. Bryan moved to LORD headquarters in Cary, NC in 2005 as a Market Development Specialist, including managing the idea portfolio for new market ideas, implementing best practices, and commercializing existing technologies for applications in new and adjacent market areas. During that time he led various brainstorming activities. Bryan joined LORD in 1998. Based in Atlanta, he spent 6 years selling to the Automotive Aftermarket, Tier One suppliers, and OEMs. Bryan holds a B.S. from Davidson College in North Carolina. He is an active member of PDMA and CDMA.

About PDMA

The Product Development and Management Association (PDMA) is the premier global advocate for product development and management professionals. For more information about PDMA, visit www.pdma.org. For more information about the Carolinas Chapter, email Claire-Juliette Beale at claire@touch360.com or visit www.pdma.org/carolinas.

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