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FOR IMMEDIATE RELEASE

MARC BERTAUD NAMED TO LEAD GROWTH EFFORTS FOR PRODUCT  
DEVELOPMENT TECHNOLOGIES STRATEGY GROUP

*PDT's expertise continues to grow*

**Lake Zurich, Illinois – August 20, 2009** – Product Development Technologies (PDT) realizes that in any economy, businesses must be proactive to maintain their competitive edge and meet the evolving needs of the marketplace. PDT is proud to announce Marc Bertaud has been named to lead PDT's newest growth endeavor as Director of Strategy and Definition Services. He is based at PDT's global headquarters in Lake Zurich, Illinois.

Despite the recent economic turmoil, PDT has worked to expand its resources to support and guide clients, providing research and advisory services that help clarify where there are promising opportunities for growth. Marc's ability to establish a business case that frames potential, risks and operational implications, and create a market-led definition for a compelling, competitively positioned product or service platform that unites customer needs and our clients' business objectives will be invaluable. These 'front end' services enable PDT clients to leverage their investment and streamline the development process by targeting areas most likely to deliver value and differentiation in the marketplace.

Marc brings a highly collaborative approach to PDT's team, as well as more than 20 years experience in innovation and transformation initiatives, new product development, market research, channel management, corporate development, and M&A/operational integration. His work spans a broad range of industries including technology and enterprise software, diversified health care, business-to-business services, several retail formats, consumer packaged goods and durables, capital equipment, and industrial products.

Marc has guest lectured on topics including research, creativity and innovation at The University of Chicago, Harvard University, The Richard Ivey School and The Institute of Design as well as a number of corporate settings. He is a member of the Marketing Executives Networking Group, Product Development and Management Association, and the Industrial Designers Society of America.

Marc holds an MBA from the Booth School of Business at the University of Chicago with concentrations in finance, marketing and accounting and a BA from the University of Illinois at Urbana-Champaign. He is a Synectics<sup>TM</sup>-certified master facilitator and coach.

For more information on PDT's Strategy expertise, please visit [www.pdt.com/strategy](http://www.pdt.com/strategy).

**About PDT:**

Product Development Technologies, Inc. (PDT) is a global, full-service product development firm with over 100 employees in eight offices worldwide. Team members have expertise in a vast range of product development disciplines, including strategy, design research, industrial design, user interface development, electrical and mechanical engineering, software development, laser scanning, and tooling. PDT's award winning product designs have been recognized by BusinessWeek, the Industrial Designers Society of America, Design Journal, The Consumer Electronics Association, Inc. Magazine, Chicago Athenaeum of Architecture and Design, and Parametric Technologies Corporation. [www.pdt.com](http://www.pdt.com)

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