

Preston Smith Appointed as a Senior Advisor to Strategy 2 Market

Preston Smith, PhD was recently appointed as a Senior Advisor to Strategy 2 Market. He is an expert in Flexible Product Development, and he has published three successful books on the topic of product development.

Chicago, IL ([PRWEB](#)) September 24, 2017 -- Preston Smith, PhD of Portland, Oregon was appointed as a Senior Advisor to Strategy 2 Market. He is also a contributor to the [Exploratory PD™](#) book authored by Mary Drotar and Kathy Morrissey, both partners and co-founders of Strategy 2 Market.

Previously, Preston founded and headed New Product Dynamics, a consultancy that helped companies in over 30 countries and in industries ranging from footwear to supercomputers to improve time-to-market.

He authored three leading books in the product development field: Developing Products in Half the Time (the classic in cycle-time reduction), Proactive Risk Management (winner of PMI's prestigious Cleland Award), and Flexible Product Development (pioneered in applying agile methods to non-software products).

Preston holds a PhD in engineering from Stanford University. [Preston Smith's Corner](#) on the Strategy 2 Market site provides a treasure trove of valuable product development information.



Contact Information

Mary Drotar

Strategy2market.com

<http://www.strategy2market.com>

+1 7088297470

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