

## **Strategy 2 Market to Speak at Society of Women Engineers National Conference**

*Kathy Morrissey and Mary Drotar, Co-Founders of Strategy 2 Market topic on uncertainty and risk in product development were chosen from over 900 proposals to speak at the Society of Women's Engineers (SWE) 2018 Annual Conference. Their topic is NSF STEM Grant Findings on Uncertainty and Risk in Product Development.*

CHICAGO ([PRWEB](#)) July 24, 2018 -- [Morrissey](#) and [Drotar](#) of [Strategy 2 Market](#) topic were chosen over 900 proposals to speak at the SWE's 2018 Annual Conference. They are 2018 recipients of an NSF STEM I-Corp Corp Grant through the University of Chicago. They received this grant for their research in uncertainty and risk in product development.

During this session, they will provide high-level findings of their research. The research findings are based on interviews and survey findings from innovation leaders on risk and uncertainty in product development. These innovation leaders span across multiple industries, ranks, and disciplines in mid and large-cap companies.

Also, they will provide further information on the software tool they tested during the NSF Grant, called the [Business Fit Framework®](#) (BFF). The BFF is designed to help project teams to drive down and reduce the most significant product uncertainties and risks. To learn more about the BFF, please read this [white paper/case study](#).

The [annual SWE conference](#) is being held in Minneapolis, MN on October 18-20, 2018, and this is the world's largest conference for women engineers. SWE was originally founded in 1950, as a not-for-profit educational and service organization in the United States. SWE now has over 37,000 members.



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).