

## **Strategy 2 Market Announces Stephen Kohler as Contributor to the Exploratory Product Development User Guide**

*Strategy 2 Market announces that Stephen Kohler, Founder & CEO of Audira Labs LLC, has been appointed as a contributing writer to the Exploratory Product Development® (ExPD) User Guide. His focus will be on the chapter dedicated to People & Teams. Stephen is a global product management and leadership executive with extensive expertise in leading product development teams at organizations ranging from start-up to Fortune 500.*

CHICAGO ([PRWEB](#)) February 06, 2019 -- Stephen Kohler, MBA, CPCC® of Northbrook, Illinois was appointed as a contributor to the [Exploratory Product Development® \(ExPD\)](#) User Guide authored by Mary Drotar and Kathy Morrissey, co-founders of [Strategy 2 Market](#) and [Business Fit Framework](#). Stephen will be contributing to the People chapter that outlines the necessary leadership, team, organization and cultural components in implementing an adaptable product development process, like ExPD.

Stephen is the founder and CEO of [Audira Lab, LLC](#), helping to empower leaders, teams, and organizations to achieve their objectives through professional coaching, facilitation and strategic planning. With over 25 years of corporate experience in marketing, product management & corporate strategy, Stephen has a passion for people, products, and potential. Stephen holds an MBA from The University of Chicago Booth School of Business, a BA from Northwestern University and is a Certified Professional Coach (CPCC®).

The Exploratory Product Development® (ExPD) User Guide is scheduled to be published in the Summer of 2019. Many companies today utilize some form of a traditional phased-and-gated product development process, which originated more than 50 years ago. It hasn't changed substantially since then. Over time, only incremental improvements have been made to these traditional processes, but despite continual evolution, they are not keeping pace with the needs of today's fast-moving, globalized world.

ExPD is taking the traditional approach to task on developing products. ExPD is an adaptable product development process that is based on reducing the most impactful product uncertainties and risks, versus the prescribed activities you find in a traditional process. Ultimately, ExPD helps companies keep pace and adapt to today's fast-changing world.

[Strategy 2 Market](#) is a product development consulting firm that specializes in helping companies improve their product development processes. Including expertise in assisting companies to improve product development decision-making in today's fast-moving world with a business intelligence software tool called the [Business Fit Framework](#).



**Contact Information**

**Mary Drotar**

Strategy 2 Market, Inc.

<http://www.strategy2market.com>

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