

Insight Product Development Thought Leadership

Craig Scherer is senior partner and co-founder of Insight Product Development. Since 1988 Craig has played an active role in project management, working with technology-centric companies ranging from start-ups to the Fortune 50, and has been central to the company's innovations for clients, which have garnered numerous industry accolades. He is also a director of Insight Accelerator Labs which he co-founded in 2013 to help between bench top solutions and proven clinical applications. Craig is an active presenter and regular contributor to media on topics spanning the role of user-centered design in innovation, balancing user capability with device complexity, and technology and development best practices, among others. Craig holds a BFA in industrial design from the University of Illinois at Urbana-Champaign and an MBA from the University of Illinois at Chicago.



Doug Brewer is a senior partner and co-founder of Insight Product Development. For more than 25 years Doug has leveraged his strong background in design and business to drive the company's growth through his management of operations, infrastructure, and Insight's colorful cast of multi-discipline senior management team members. In his executive management role, Doug has been central to Insight's longevity and success in a historically tumultuous and highly competitive market, and the company being named not once – but three times by Inc. Magazine as one of the 100 fastest growing U.S. businesses. Doug holds a BFA in industrial design from Purdue University and an MBA in marketing and strategic planning from the University of Illinois at Chicago.



Steve McPhilliamy is a partner at Insight Product Development and the executive director of Insight Accelerator Labs (IAL), an accelerator program distinctly focused on health tech start-ups. With more than 20 years of design experience, Steve established the first accelerator program in the Midwest to advance meaningful technology toward commercialization, grow the Chicago innovation ecosystem, and improve lives. Through his initiatives with IAL, start-up member companies are provided with the full range of resources necessary to translate their technology into commercial success - from front-end innovation to technology development and scaling. Steve has been featured in various consumer and medical trade publications including the Chicago Tribune, Inc. Magazine, and Medical Design Technology, among others. He holds a BFA in industrial design from the University of Kansas.



Mark Tunkel is a partner and director of business development at Insight Product Development. With more than 20 years of global business development experience and a deep understanding of the marketplace challenges and trends impacting the pharmaceutical, medical device, consumer, and commercial industries, Mark has advised many of the world's leading companies on their product development and innovation strategies with an emphasis on driving realization and the most favorable business outcomes. He is a frequent contributor to leading industry media, and his insights have been drawn on for topics ranging from the impact on care delivery models and drug delivery devices resulting from the convergence of medical, consumer, and pharma industries, and responding to ACA pressures in the medical device space, to competing in a marketplace influenced by the personalization of healthcare, among others. Mark holds a BA in Political Science from Indiana University.



Ed Geiselhart is director of innovation and user experience at Insight Product Development. Ed joined Insight in 1999 and has over 20 years of experience in development consulting. He manages project teams and provides them with the leadership necessary to achieve success. Ed is heavily involved in helping clients utilize new methods to solve complex challenges that balance business goals, technical considerations, market influences, and user needs. He has published numerous articles and has spoken on innovation both domestically and internationally. Ed graduated Magna Cum Laude from the University of Cincinnati with a BS in Industrial Design.



Sean Corrigan is director of engineering at Insight Product Development, and has been working in product development since 1998. He began his career designing aircraft engines for General Electric using rigorous Six Sigma development methodologies, and has developed communications products at Motorola. Sean joined Insight in 2007 where he established and leads Insight's quality system, leads the engineering discipline, and manages major programs. Sean holds a BS in Physics and a BSME from the University of Michigan and a MSME from the University of Cincinnati.



Carolyn Rose is director of research and strategy at Insight Product Development. Over the course of nearly 15 years, she has consulted hundreds of clients in their product development pursuits, generating meaningful research insights and defining actionable market opportunities. Her immersive, process-oriented approach aims to better understand the behaviors, expectations, and motivations of end-users, as well as the environments, attitudes, and trends that shape them. With extensive experience in generative and evaluative methodologies, she



crafts research to efficiently and effectively meet the needs of Insight's clients. Carolyn earned BAs in both Industrial Design and Spanish Linguistics and Literature from Syracuse University, and holds a Masters of Design Methods from IIT's Institute of Design.

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