Preston G. Smith

Preston concentrated on rapid and flexible product development methods for over 25 years. He founded New Product Dynamics in 1986 to bring rapid development expertise to industry as an independent consultant. Clients in 30 countries span the packaged goods, electronics, software, medical, industrial equipment, and motor vehicle industries.

His early work focused on time to market, but as the field has become more sophisticated, the marketplace more turbulent, and as new technologies arise at an increasing pace, his emphasis has shifted to accommodate these trends. Engagements include flexible and prototype-driven product development, project risk management, and high-performance global development teams.

Preston's consulting and training services include discovering cost-effective opportunities for improving a company's development cycle, guiding the implementation of industry-leading development methods, and associated training. He has led over a hundred product development workshops in North America, Europe, Australia, Africa, and Asia; has spoken at dozens of professional conferences and corporate meetings; and has taught product development at several universities in the United States, Europe, and Asia.

In addition to publishing numerous articles, handbook chapters, and columns on advanced product development techniques, Preston is coauthor (with Donald Reinertsen) of *Developing Products in Half the Time*, published by John Wiley & Sons. This book, now in its third edition with 80,000 copies in use in English, plus six translated editions, has become the classic in the time-to-market literature. He is also coauthor (with Guy Merritt) of *Proactive Risk Management* (Productivity Press, 2002). This book won the 2003 PMI David I. Cleland Project Management Literature Award. His most recent book, enabling truly innovative product development, is *Flexible Product Development*, published by Jossey-Bass, 2007.

Before his concentration on management consulting, Preston spent twenty years as an engineer and manager with IBM, Bell Labs, GM, Pratt & Whitney Aircraft, and various smaller companies. He holds an engineering PhD from Stanford University. He is a founder of the Agile Project Network, a former member of the Product Development and Management Association and the Agile Alliance, and was Book Review Editor of the *Journal of Product Innovation Management*. Preston was listed in *Who's Who in the West* and *Who's Who in Finance and Industry*, and he was a Certified Management Consultant (CMC) for 24 years.

Preston resides in Portland Oregon.