



IEEE Tech Talk on Product Realization

Tuesday June 28, 2022, 4 pm PDT



Live Stream Seattle Washington

Moving your products from idea to scale is not easy. Without the right strategies in place, your business may encounter significant challenges in making the transformation from prototype to volume manufacturing. The Eight Best Practices of Product Realization to successfully launch product into the market.

The critical warning signs of an unsuccessful product launch and Eight Best Practices for developing and successfully launching your product into the market. Michael Keer, Founder and Managing Partner of Product Realization Group (PRG) will share his 30+ years of expertise in new product development and introduction bringing over 100 products to market. His insights will help you better understand your product profile minimum viable product, agile hardware development, how to build a resilient supply chain and make better strategic risk assessments that will get your product to market faster. **Register at:** <https://events.vtools.ieee.org/m/315021>



- Learn how to identify gaps in your product development, operations, and supply chain to save your business time and money
- Explore 8 Best Practices for transitioning your product from concept to volume production, to launch your new product more successfully in the market
- Engage with an expert to better identify and solve potential product commercialization challenges and help to understand and mitigate your execution risk



Michael Keer

Michael Keer, Founder and Managing Partner of Product Realization Group has over 30 years of experience bringing high tech electronic products to market. Prior to PRG, Michael held Engineering and Management positions at both OEM and CMs such as NCR, Ericsson, SemiPower Systems and Paramit EMS, where he participated directly in the introduction of over 100 new products. Michael received a BS in Industrial Engineering and MS in Manufacturing Engineering from Northwestern University.

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