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Contact: Mike Duff (703) 647-6214 [mduff@thealda.org](mailto:mduff@thealda.org)

## Service Executives to Examine IoT, Marketing Business Outcomes and Cannabis Testing

**Alexandria, VA (October 17, 2017)** — ALDA's Meeting for Service and Support Executives, on November 7 in Cambridge, MA will examine several emerging trends impacting product service and support, including the Internet of Things (smart, connected products) and the implications, e.g., remote monitoring and servicing, one-stop and preventive service, augmented-reality supported service, and new service offerings.

Another presentation will offer insights and advice on how marketing of service offerings is shifting from selling products/services and solutions to selling business outcomes. Also presented will be strategic insights on the changing world of product service and support and an introduction to the emerging market for medicinal cannabis testing, and the special service and support issues related to that market.

The one-day meeting is directed to senior executives in the service and support function including VPs, directors, and other executives interested in emerging trends impacting customer service and support, and in business strategies to increase performance.

Aly Pinder, Director of Research at The Service Council will lead off the program. Aly is the Director of Member Research & Communities. Aly's focus on members helps to cultivate a community of best practice sharing, networking, and continuous improvement for service organizations and executives. Prior to his role at The Service Council, Aly led Aberdeen Group's Service Management research practice and cultivated a Research Advisory Council consisting of over 40 senior-level service executives.

In addition to Aly, our program will feature three knowledgeable speakers:

- **Don Busiek, Senior Vice President of Corporate Strategy at PTC**, provider of an IoT (Internet of Things) and Augmented Reality platform that helps companies transform the way they create, operate and service their products.
- **John DeSarbo, Principal of ZS Associates**, with more than 20 years of consulting and industry experience focused on marketing and sales strategy and operations.
- **Kevin McKernan, Founder and Chief Science Officer of Medicinal Genomics Corporation**.

For more information, contact Mike Duff, President, at 703-647-6214. More information regarding ALDA, its purposes, objectives and programs, and links to its members' websites can be found at [www.thealda.org](http://www.thealda.org).

Based in the Washington DC suburb of Alexandria, VA, ALDA is an industry trade association for companies that develop and supply life science, analytical and diagnostic products and services used to conduct research, drug discovery, QA/QC testing and diagnostics in a wide range of industries and applications. Major customer segments including pharmaceuticals, biotech, academic and government research, food safety and environmental testing, personalized medicine and diagnostics.

ALDA's Mission is to be an advocate for our industry and a valuable aid to our members' global business success and to their customers' advancement of healthcare, science and industrial innovation by providing meetings with strategic content, networking, global market and business intelligence, and insights on emerging technologies, markets and business strategies.