



TRANSTECH^{USA}

MEDIA ALERT

Peter Bryant is leading the Bringing Nutrition to the World Roundtable at the Kellogg Innovation Networks' *Building Global Prosperity* – Conference being held in Chicago on May 17th to 19th 2010.

DENVER, CO. – Feb 14th, 2010

The world leading Kellogg School of Management is holding an invitation only event, on May 17th to 19th, 2010, the theme is *Building Global Prosperity* – **cross sector collaboration for meaningful change**.

TransTech USA's Founder Peter Bryant is on the Board of Advisors for the event in his capacity as a Senior Fellow of the Kellogg Innovation Network. Peter is also leading the Bringing Nutrition to the World Roundtable which is one of only four plenary panels. The panel includes global thought leaders including the CEOs of Kraft International and CF Industries and leading nutritional innovator. Dr. Jeffrey Bland

The conference will bring together a group of 200 delegates from around the world will convene to build a path toward global prosperity. KIN Global is not simply a conference, but part of a larger vision, of a responsibility of great institutions to provide an independent platform for people to collaborate and address humanity's most meaningful challenges.

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To speak with Mr. Bryant or for more information please contact Peter Bryant at +1 303 807 3762 or peterbryant@transtechusa.com.

About TransTech USA

TransTech USA, based in Denver Colorado, is a boutique strategy consulting firm that specializes in the formulation and execution of business and innovation strategy. TransTech USA provides services in such areas as corporate strategy; new market expansion; open innovation; operating platforms of the future and scenario development. Peter has advised companies from the US, UK and Asia Pacific - ranging from emerging companies through to Global Fortune 500 companies, primarily in the resources, energy, clean tech & technology sectors. For more information, please visit the company's Web site at www.transtechusa.com.

About The Kellogg Innovation Network

In February of 2003, 15 business leaders and Kellogg faculty members, Mohan Sawhney and Robert C. Wolcott, came together to form the Kellogg Innovation Network (KIN). A range of companies, including 5 who remain active today: DuPont, Motorola, Chamberlain, Linde and Herman Miller, provided seed capital to build the organization. The mission was to create a new prototype for substantial, enduring relationships between academia and business. The best solutions are developed when theory and research is married with real world situations and experience. Our member managers help ensure we ask valuable questions and actively collaborate in the creation of relevant, valuable management knowledge.

The KIN hosts two dialogue events per year, limited to no more than 50 people per event, and one larger summit, KIN Global, limited to 200 participants. KIN events facilitate dialogue between executive partners, allowing for the flow of information and best practices to pollinate across a wide range of industries and contexts. For more information please visit www.kinglobal.org

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