

## Delivering killer products through open innovation

*Sagentia and Nu Skin team up to share insights on implementing and managing an extended innovation network at CoDev 2015*

[Sagentia](#), a leading global science, product and technology development company, and [Nu Skin](#), a global direct marketing company with a portfolio of anti-aging products, are today co-presenting to an audience of cross-industry experts on how to successfully implement and manage a multi-partner innovation network to deliver superior new products. The companies will share insights from their recent collaboration, and provide practical tips on how to make an innovation network work and provide benefits for all of the partners.

During the discussion, Kevin Fuller, VP Global Product Marketing at Nu Skin, and Iain Ansell, SVP Consumer at Sagentia, will highlight the benefits of working with a network, how to select appropriate partners and how to understand the requirements for each partner. This discussion will also cover some of the challenges of working within a complex network of partners, and provide tips for effectively setting up and managing your network.

Kevin Fuller comments: “In the direct selling channel, innovation and quality are especially critical to energize the sales force and drive growth. Leveraging the expertise of best-in-class partners has proven a successful model for Nu Skin in new product development. When it comes to ambitious, high-innovation projects, successfully integrating the work of multiple expert partners is the secret sauce.”

Iain Ansell adds: “Working with multiple partners in this way can enable companies to identify tangible new opportunities for innovation and move faster and more efficiently into new, non-core areas. Furthermore, if implemented effectively, this approach can reduce the risks involved in a product development programme, ultimately benefiting all of the parties involved. At Sagentia we have a long history of collaborating with clients and other partners on innovative device developments and we’re delighted to have this opportunity to share some of the lessons we’ve learned over the years.”

[CoDev](#) is an annual international conference run by The Management Roundtable, focusing on co-development and open innovation. For the full event agenda [click here](#).

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### **About Sagentia**

Sagentia is a global science, product and technology development company. Our scientists and engineers redefine what’s possible and help R&D groups achieve commercial return from their most complex technology projects. We have over 27 years’ experience and have successfully completed over 10,000 projects for start-up and global market leader clients alike, across the medical, industrial, oil & gas and consumer sectors.

Our services span the full product development lifecycle, from new concept generation and technology validation, through prototyping and full product development, to transfer to manufacture and sustainability. Sagentia employs over 150 scientists, engineers and market experts and is part of the Sagentia Group, with headquarters in Cambridge, UK and offices in London, Guildford, Boston, Houston and Dubai.

For further information visit us at: [www.sagentia.com](http://www.sagentia.com) or email [info@sagentia.com](mailto:info@sagentia.com)

## **About Nu Skin**

Nu Skin Enterprises, Inc. demonstrates its tradition of innovation through its comprehensive anti-aging product portfolio, independent business opportunity and corporate social responsibility initiatives. The company's scientific leadership in both skin care and nutrition has established Nu Skin as a premier anti-aging company. The company's anti-aging products feature the new ageLOC® line of products including ageLOC® Tru Face® Essence Ultra firming serum, the ageLOC® TR90® weight management and body shaping system, ageLOC® R2 nutritional supplement, and ageLOC® Transformation daily skin care system. A global direct selling company, Nu Skin operates in 53 markets worldwide and is traded on the New York Stock Exchange. More information is available at <http://www.nuskin.com>