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**RE:INVENTION, inc. and KCD PR Announce Strategic Partnership**

*Award-Winning Consulting Firms Launch Collaboration to Advance Product Innovation*

**San Diego, Calif. and Chicago, Ill.—November 5, 2013** — RE:INVENTION, an award-winning market intelligence and innovation consulting firm, and KCD Public Relations (KCD PR), a boutique public relations and marketing firm, today announced a strategic partnership aiming to help small and midsize financial services companies maximize return and minimize the risk of new product launches. The firms will collaborate on industry training and educational webinars, as well as create a new joint product offering a 90-day new product concept development, testing, and launch package to advance product innovation.

“In the financial services industry, new product launches frequently fail. Rapid market changes and shorter product lifecycles are driving accelerated product development processes and giving firms less time to prepare for launch. RE:INVENTION’s partnership with KCD PR will help financial services industry innovators achieve greater success,” said Kirsten Osolind, President of RE:INVENTION, inc.

Together, KCD PR and RE:INVENTION will arm small and midsize financial services companies with the capabilities needed to drive higher performance and enable maximum revenue potential amidst today’s fast changing world.

“We’re excited to partner with RE:INVENTION. Our expertise lies in creating customized public relations and social media campaigns for clients in the financial services industry, and RE:INVENTION specializes in developing, testing, and launching new products and services. This partnership will provide heightened positive results and greater success with new product launches,” said Kevin Dinino, President of KCD PR.

The first initiative of the new partnership will be a November 13 webinar co-hosted by KCD PR and RE:INVENTION focused on achieving new product success in the financial services industry. To register for the webinar, visit: <https://attendeegotowebinar.com/register/3512992781358080257>.

To learn more about RE:INVENTION and their proactive and remedial business transformation services, visit [www.reinventioninc.com](http://www.reinventioninc.com). For more information about KCD PR’s experience providing financial services clients with comprehensive public relations services, visit [www.kcdpr.com](http://www.kcdpr.com).

**About RE:INVENTION, inc.**

For over a decade, RE:INVENTION ([www.reinventioninc.com](http://www.reinventioninc.com)), a market intelligence and innovation consulting firm, has jump-started growth and created a culture of transformation for over 60 clients, from Fortune 500 leaders to Inc. 5000 startups. Using their Everyday Inventive Diagnostic Test™, 12 C’s of Commercialization Guide™ and Interactive Business Blueprinting Matrix™, RE:INVENTION has helped companies invent and launch over 40 new products and ventures and reinvent underperforming brands and business operations. RE:INVENTION was honored as a 2013 iMedia Agency Awards finalist in the “Best Agency for Performance Marketing” category. Check your company’s innovation score: <http://bit.ly/1a8Omd>.

**About KCD Public Relations**

KCD Public Relations (KCD PR) is a San Diego-based independently owned and operated public relations firm providing strategic public relations and social media services to clients in the financial and professional services industries. The firm’s mission is to assist clients with creating a vision and visibility for their organization through messaging development, marketing material creation, media relations, social media and more. For more information, please visit [www.kcdpr.com](http://www.kcdpr.com).

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