



NPD Strategy Partners with Blackblot - Product Management Expertise to Deliver Specialized Product Management Training

NPD Strategy complements its specialized Product Development and Product Management portfolio by partnering with Blackblot to deliver High-Tech Product Management Training Services in Mexico and LATAM.

Monterrey, Nuevo Leon, Mexico ([PRWEB](#)) April 20, 2009 -- NPD Strategy, an independent consulting firm specializing in the delivery of best practices of product innovation, product development and product management, has today announced a strategic partnership with Blackblot - Product Management Expertise™, a provider of product management tools, training, and consulting services for high-tech companies. Under the terms of the agreement, NPD Strategy has been granted a license for Mexico and Latin America to resell the Blackblot Product Manager's Toolkit™ professional product management template collection, and deliver training using Blackblot's proprietary courseware which is based on Blackblot's best practice tools and methodologies.

"The necessity of providing our customers with proven methodologies and best practices regarding product innovation, product development and product management, has always been one of the main objectives at NPD Strategy" said Mr. Hugo Amezcua, Managing Director of NPD Strategy. "Mexico and the Latin America region today have an unbeatable opportunity to design technology-based product and services that can compete in a very demanding global environment. By working with Blackblot we can now provide Latin America's high-tech companies with practical world-class product management training and tools, specifically designed for the technology industry."

Gabriel Steinhardt, Blackblot's Managing Director added, "High-tech manufacturing grew substantially over the last decade in Latin America. We hope to equip Latin American technology companies with the methodologies required to attain high value products and foster their ability to achieve success in highly competitive foreign markets."

About NPD Strategy

Incorporated in 2008, NPD Strategy provides specialized training and consulting services to improve the effectiveness of professionals and companies in product innovation, development and management. NPD Strategy is aimed at addressing the challenge of integrating and organizing the set of activities involved in the new product and service development processes. For more information, please visit www.npdstrategy.com.

About Blackblot

Founded in 2000, Blackblot is a provider of product management focused tools, training programs and consulting services. Blackblot helps high-tech companies reach commercial success through effective product management practices. For more information, please visit www.blackblot.com.

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