



October 30, 2008

D2M Inc. names Tim Billing as Chief Operating Officer

New COO brings over 24 years experience in business strategy, operations, product design and manufacturing.

(Mountain View, CA) – D2M Inc. announced today that Tim Billing has been named Chief Operating Officer. Tim will lead D2M's consulting operations as it continues to grow in size and breadth of services. "The hiring of Tim reflects D2M's commitment to providing the highest level of design excellence and customer satisfaction in the product development industry." says Andy Butler, D2M Founder and CEO.

Tim joins D2M after 13 years at IDEO where he held a variety of senior management roles. He brings a wealth of experience with clients worldwide such as Hewlett-Packard, Intel, Microsoft, Eli Lilly, Proctor & Gamble, Nike and Whirlpool as well as a host of start-ups. Tim was responsible for creating IDEO's Manufacturing Strategy group which helped dozens of clients develop manufacturing supply chains and launch products into production. He was also heavily involved in helping IDEO grow into the global design leader it is today. Tim's responsibility in management at IDEO started as the Head of a 45-person studio and ended as Director of Operations for the 350-person Palo Alto location.

Prior to IDEO, Tim spent 11 years at General Motors, Toyota and Acuson. At General Motors, Tim was involved in Design Engineering and Marketing. At Toyota, Tim rolled up his sleeves and learned by doing the finer elements of the Toyota Production System. At Acuson (now a division of Siemens Medical), he helped integrate the design and manufacturing groups into a collaborative team. This experience in a corporate setting gives Tim unique empathy for what it's like to try to make change happen in a client's environment.

"I've always been fascinated with how companies develop and bring ideas to reality," says Tim. "Most designers don't understand what it's like to try and bring products to life in a corporate environment. To be effective, you can't just solve the technical problems. You have to help your client navigate corporate bureaucracy, regulatory and supply chain issues as well". Tim was attracted to D2M because of the company's emphasis on Innovation with Substance™— its mission of both creating and executing innovative breakthrough design efforts. Under his leadership, D2M clients will witness an expansion and enrichment of D2M's core capabilities and an even stronger focus on client relationships.

About D2M Inc

www.d2m-inc.com

D2M is a full service design and engineering consultancy based in the Silicon Valley. Our team of product development veterans specializes in concept generation, proof-of-concept, engineering execution and manufacturing start-up. The company's capabilities include Business Strategy, Industrial Design, Mechanical, Electrical, Software and Manufacturing Engineering.

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