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RE:INVENTION President Named a 2013 “Women Who Move the City” Finalist

Company founder Kirsten Osolind recognized for leadership and contributions for women in business

San Diego, Calif. and Chicago, Ill. — September 4, 2013 — RE:INVENTION, a boutique market intelligence and innovation consulting firm, today announced that president and founder, Kirsten Osolind, has been named a San Diego Magazine “Woman Who Moves the City” and finalist for Woman of the Year. The awards spotlight the dynamic and esteemed women who fuel San Diego’s successful businesses, support its charitable nonprofits and elevate the intellectual and cultural landscape of the city.

Osolind was recognized for her business achievements and dedication to the startup community. Under her leadership, RE:INVENTION has [jump-started growth and created a culture of transformation](#) for over 60 clients, from Fortune 500 leaders to Inc. 500 startups. Using proprietary tools, like RE:INVENTION’s 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 clients have also achieved double-digit revenue growth, won over 75 industry awards, and achieved profitable exit strategies, with three clients selling for over \$200 million.

A Duke MBA and former Entrepreneur Magazine columnist, Osolind is a CONNECT San Diego Entrepreneur in Residence and an International Business Awards™ advisory board member. Previously she was elected to the National Leadership Council of the National Association of Women in Business (NAWBO) and the Economic Club of Chicago. She chaired the YWCA Chicago Future Leaders Board and was appointed to the Springboard Venture Forum Midwest Steering Committee.

Prior to launching RE:INVENTION, Osolind served as National Marketing Director for Whole Foods Market, the world’s largest organic foods retailer. During her tenure she led a \$75 million annual marketing budget, a global marketing team, and new product commercialization efforts.

For more information about the Women Who Move the City awards or to see a full list of finalists, visit: <http://www.sandiegomagazine.com/San-Diego-Magazine/January-2013/Women-Who-Move-the-City>

About RE:INVENTION, inc.

For over a decade, RE:INVENTION (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 midsize ventures and Inc. 500 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. Check your company’s innovation score and see how you stack up to your competition: <http://bit.ly/1a8Omd>.

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