

## **Nerac Expands Innovation Practice Group**

*Taps recognized sustainable infrastructure leader, Robert Beinstein*

October 1, 2019, Tolland, CT. Nerac is pleased to announce that Robert M. Beinstein, P.E., ENV SP, has joined our Innovation Insights and Consulting Practice as Director, Sustainability Innovation. The Innovation Insights and Consulting Practice provides a broad array of deep innovation approaches across the entire innovation continuum.

Following a distinctly non-linear career path to date, Bob is a mid-career engineering graduate of UCONN, who has taken on technical and managerial roles in the commercial nuclear industry, managed environmental and smart growth programs in the Federal marketplace, and lead a diverse array of business development and client service-related work in the engineering consulting business. He developed and led an annual conference for Chief Information Officers in the architect/engineering industry, exploring risks and opportunities inherent in the rapidly evolving IT landscape. Bob has served on the Sustainable Infrastructure Advisory Board for the Zofnass Program for Sustainable Infrastructure at the Harvard Graduate School of Design since its inception, helping develop the Envision Sustainable Infrastructure Rating system, and on the Sustainability Leadership Board of a major engineering consulting firm. In a bit of a career “left turn”, Bob spent four months in Guaynabo, Puerto Rico, managing a temporary power team in the wake of Hurricane Maria. Meeting the amazing people of Puerto Rico, and helping keep water and wastewater plants, hospitals, and other major infrastructure operating during this dire time was one of the most rewarding adventures of his career.

Nerac’s Innovation Insights and Consulting Practice is well positioned to help businesses contend with new pressures and opportunities across the entire innovation continuum. Bob’s approach to business growth at the nexus of sustainability, information technology, and societal needs, paired with Nerac’s long and successful history working with innovative companies, ideally positions him to help executive teams identify new and potentially disruptive, multi-benefit market opportunities that improve profits while delivering much needed social impact.

The end result: a deeper, more collaborative and technology-enabled approach to innovation that contends with today’s pressures and plans for tomorrow’s disruptions. We deliver innovation-accelerated business results by thinking about where the world is going, not simply where we are today.

“We are excited to welcome Bob to our Innovation Insights and Consulting Practice,” states Kevin Bouley, President of Nerac. “It allows us to highlight and leverage the skills and services we have been providing to our clients all along, but in a new and very exciting direction.”

Said Beinstein, “I am thrilled to be part of Nerac as the company forges a path into new spaces directly relevant to challenges of the 21<sup>st</sup> century and beyond. It’s clear that a wave is building around the place where business performance meets social benefit. People are looking to corporations for leadership in this space – will they replace the focus on narrowly focused short term results with more holistic practices focused on mutual benefit over the long haul? The drumbeat is loud and insistent, from investors as diverse as Blackrock and multiple union pension funds to customers to NGOs. From its history in the Apollo program through a half century of evolution across virtually all industries, I see Nerac as an ideal place to work toward

closing the loop—helping our clients build inclusive models that maximize profits while simultaneously solving some of the world’s most intractable problems. Needless to say, I’m excited to be here!”

### **About the Innovation Insights and Consulting Practice**

Originally established to help NASA commercialize the Apollo program’s IP and IT, Nerac’s been providing deep, evidence-based innovation insights to top companies for over 50 years. Today, we are creating an inclusive ecosystem to identify and capture value at the intersection of innovation, societal benefit and business growth. Through structured collaboration between diverse partners, we enable businesses to generate new profits by creating markets at the bottom of the social pyramid, while concurrently solving some of society’s most intractable challenges.

### **About Nerac**

Nerac Inc. is a global research and advisory firm for companies developing innovative products and technologies. Nerac provides expert insights that equip clients with the knowledge to develop or refine a technology, explore market growth opportunities, evaluate intellectual property strategies and respond to regulatory changes. Nerac serves approximately 5,000 users worldwide and delivers over 12,000 research projects and custom alerts each year. Nerac has a long, successful consulting history in a wide-range of industries with significant expertise and extensive data resources supporting client requests in the areas of technology scouting, IP, medical device, engineering, chemistry and advanced materials.