



Open Innovation & Technology Scouting Consultants  
"Fostering global collaboration and increasing the  
commercialization of new technologies for the benefit of all"

yet2 Europe  
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## Press Release

### For Immediate Release

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### Edward de Paz Appointed New Managing Director/VP of yet2 Europe

Liverpool, England (November 16, 2016) – yet2 is pleased to announce the appointment of Edward de Paz as the new Managing Director and VP of yet2 Europe. He will assume full managerial responsibilities beginning today, and will succeed Emma Hughes, who – after 16 very successful years with the company – has decided to step down to pursue exciting opportunities outside of the yet2 family.

Emma, in her time with yet2, has developed and grown the European business, building an expert team, ensuring tangible impact from OI activities for many yet2 global clients. She will continue to work with yet2 in an advisory capacity through the end of 2016.

"It has long been a passion of mine," said Edward "to facilitate growth in organizations through innovation. With yet2 I am able to continue this work by focusing on scanning horizons for emerging technologies that meet specific challenges within industry. I'm extremely excited to be bringing that passion to yet2, and am looking forward to building on the great work Emma has achieved over the last 16 years."

Having held senior management positions at three FTSE 100 companies, as well as gaining two degrees, Edward's track record certainly points at someone who loves a challenge and is driven to deliver success. He has spent the last 20 years at the cutting edge of sales and sales management, including running his own businesses, which has shaped Edward into an entrepreneurial and inspiring leader who sets high standards for himself and those around him.

Working across a wide-variety of industries has kept Edward on the front line of commercial experience, and there is no doubt that the skills he has acquired over the years will be a huge benefit to yet2 and its clients.

Established in 1999, yet2 is a global open innovation and technology scouting services company with offices in the US, Europe and Asia. yet2 works across a range of company sizes and engages with: Global 1000, Small/Medium Enterprises, Venture Capitalists, Incubators, Accelerators, Research Institutions and Technology Brokers.

From its roots as an open innovation marketplace (the original crowdsourcing platform) yet2 has evolved to become expert Open Innovation consultants with proven services and methodologies for enabling clients to execute OI successfully.

To learn more about how Edward's team at yet2 Europe can help your business harness the power of open innovation today, contact [info@yet2.com](mailto:info@yet2.com).



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Caption: Edward and Emma with the yet2 Europe team at the 2016 annual offsite meeting in Conway, New Hampshire. From left to right: Edward de Paz, Conor Peacock, Callum Wood, and Emma Hughes