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## **YourEncore Expands with Alliance Management**

INDIANAPOLIS – (November 29, 2007) – YourEncore (<http://www.yourencore.com>), an organization that helps companies accelerate innovation by connecting them with retired scientists and engineers to leverage their expertise, today announced the addition of the YourEncore Alliance Management service offering designed to help businesses grow by fostering open innovation.

YourEncore Alliance Management is a suite of services designed to help companies drive higher value from their critical relationships with strategic partners and vendors. Services include assisting with the initial identification of the right partner; evaluating partner strengths and weaknesses; conducting due diligence for cultural, strategic and operational fit; and contract negotiations. As the partnership matures, YourEncore can help manage the relationship with unique tools, such as the Partnership Pulse Survey™, which can be used to confidentially examine issues to enhance partnership success.

Gary Stach led the development of the service offering for YourEncore Alliance Management. Stach formerly was executive director of the office of alliance management for Eli Lilly and Company, Indianapolis. Eli Lilly is recognized for establishing a world-class office of alliance management that delivers strategic value in the highly competitive and alliance-dependent pharmaceutical industry.

“Most alliances fail due to strategic, cultural and operational issues,” said Stach. “When these issues are managed proactively, the chances of the relationship being successful go up significantly. I am excited that YourEncore is formalizing a process utilizing highly experienced retirees who understand the process and can help companies succeed.”

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Ian McKenna is vice president of client development and heads up the Alliance Management practice for YourEncore. McKenna formerly was a financial director for Eli Lilly and also managed more than 50 of Eli Lilly's technology alliances while with the office of alliance management. "YourEncore is uniquely positioned to leverage our diverse talent base to help bring innovative and practical solutions to our clients," said McKenna. "Lessons learned in different industries can be applied to help our clients quickly come up to speed, drive better relationships and improve alliance outcomes."

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### **About YourEncore**

YourEncore (<http://www.yourencore.com>) helps companies accelerate innovation by leveraging the expertise of retired scientists and engineers. YourEncore provides these services to industry-leading companies using a secure and confidential business environment. Procter & Gamble, Eli Lilly and Company, The Boeing Company, General Mills, National Starch and other Fortune 500 companies engage with YourEncore to leverage external innovation as a means to accelerate growth. YourEncore experts specialize in the life sciences, consumer sciences, food sciences, specialty materials, and aerospace and defense industries. YourEncore received the 2007 Growth Award from Indiana University's Kelley School of Business. YourEncore is headquartered in Indianapolis.