

TCGen Fact Sheet

TCGen Inc. is a product management and product development consulting firm based in Menlo Park, California. TCGen advises companies on how to accelerate product innovation and reduce costs by working with teams and management to unlock the value they already have in place in engineering and marketing.

TCGen assists companies from the strategy and innovation processes, through product definition, execution, and launch. TCGen helps companies cut time to market, rapidly scale product programs, foster a product mindset, and improve innovation.

History of TCGen

John Carter is the founder of TCGen Inc. Carter was chief engineer at BOSE Corporation, a consumer electronics company. Carter shares the patent for BOSE's Noise Canceling headphones, and also shares patents assigned to Livescribe for a design to reduce noise in smart pens.

Carter then founded Product Development Consulting (PDC) of Cambridge and then Boston, Massachusetts. Carter and his PDC colleagues wrote the Apple New Product Process (ANPP) for Apple Computer, a product development process used across all of the company's divisions.

After serving as a CTO and on the Board of several organizations, including Cirrus Logic, a semiconductor supplier, Carter founded consulting firm TCGen in 2002.

Clients



amazon



DOLBY

BOSE

fitbit



Medtronic

Baxter

And numerous other companies...

Services



Product Management,
Product Development



Agile Transformations,
Product Portfolio Consulting



Product Strategy, Program
Management Consulting

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