

## Patent to Market Success

Matthew Yubas

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About the AuthorMatthew Yubas is a Certified Professional Marketing Consultant for the Small Business Development and International Trade Center. He has developed products for 24 years as an Engineer, Product Manager, and Consultant for startups, small business, and Fortune 500 companies. He has launched new products such as software applications, wireless devices, and websites. In addition, he has helped clients in a diverse number of industries that include photography equipment, auto accessories, soy candles, children's clothing, sporting goods, digital art, and home dcor. Matthew is the author of several articles, ebooks, and the popular book Product Idea to Product Success: A Complete Step-by-Step Guide to Making Money from Your Idea (ISBN: 0972552103). He has been featured on television and radio and has been tapped for his expertise in bringing products to market in many syndicated publications. As a young entrepreneur, he was a co-founder of a software company that developed one of the first personal information management software products. Matthew earned a B.S. in Electrical Engineering from Pennsylvania Spring Garden College in Philadelphia, and an M.B.A. in Management and Marketing from San Diego State University.