

NEWS/BUSINESS



Membrane Strategy Services to offer consulting to membrane, element manufacturers

By Emily King

PLYMOUTH, Minn. — Dan O'Shea will be offering consulting services to membrane and element manufacturers, system builders and end users with his new business, Membrane Strategy Services.

O'Shea has more than 25 years of experience with top-tier global companies developing membrane technology

in the dairy, food, beverage and water markets. Most recently he was general manager /vice president of sales, Sepro Membranes, Oceanside, Calif.

"My career focus on membrane technology has brought profitable results in sales, business development and operations," O'Shea says. "I've always wanted to share my knowledge with the dairy industry, without being restricted by an employer. This is a chance to do my

own thing, and I felt this gave me the most freedom."

O'Shea will focus his application development experience on system and process improvements using reverse osmosis, nano filtration, ultra filtration and micro filtration membranes.

"I will have the ability to work with new membranes and applications," O'Shea says. "I'll have access to all products available."

Along with that, O'Shea says he enjoys special applications and sourcing membrane materials. Membrane Strategy Services will be organizing and conducting in-house membrane technical training classes. O'Shea has experience leading technical training classes for the Wisconsin Center for Dairy Research.

O'Shea's business will research and evaluate opportunities to determine the best membrane solutions on a company-by-company basis. O'Shea will direct the application development process and gain commercialization quickly and efficiently.

"For special applications, I'll use my experience to specify and source out special membrane materials and element construction," O'Shea says. "With my new business I can consult and assist a dairy company from membrane development to commercialization — from start to finish."

O'Shea will complete on-site evaluations of membrane processes and determine profitable, cost-effective solutions. He'll also help create sales plans and strategic models for bringing membrane technology to the market. O'Shea has worked in all aspects of the membrane field from research and development, design, manufacturing to sales.

"I've spent a lot of time on the selling and manufacturing side, and I can help people with manufacturers," O'Shea says. "I am independent, so I can be completely objective."

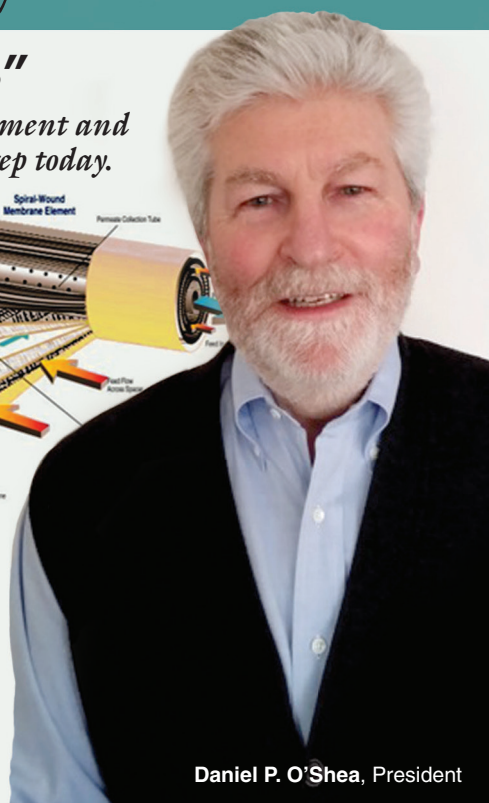
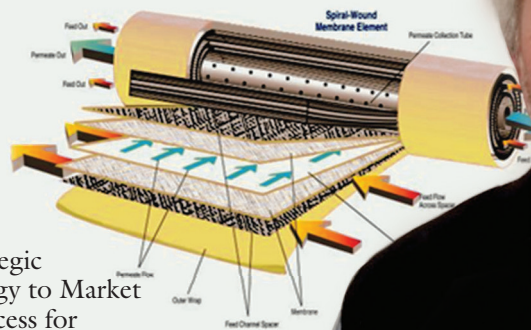
For more information go to www.membranestrategyservices.com. CMN

Membrane Strategy Services

"Developing Profitable Opportunities"

Let me bring my 25 years of experience in application development and process improvements for RO, NF, UF and MF to your door step today.

- Research and Evaluation Expert for Determining Best Membrane Solutions
- Oversee the Application and Development Process for Faster and Better Results
- Expertise in Special Applications to Specify and Source Out Membrane Materials and Element Construction
- Ability to Implement a Sales Plan and Strategic Model to Bring Your Membrane Technology to Market
- On-site Evaluation of Your Membrane Process for Cost Improvements and Increased Profitability
- Independent Membrane/Element Failure Systems Specialist to Help Process Improvements and Warranty Claims



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