



# Yoram Solomon, PhD



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## Vice President / Director of Strategy & Innovation

Executive who helps technology companies **develop clear and actionable strategies**, build a **culture of innovation**, and discover **“the next big thing.”** Author of 6 books, Inc. Magazine Innovation & Strategy Columnist, 2015 and 2016 Top-40 Innovation blogger.

### Accomplishments:

- Led the \$97m Texas Instruments Consumer Electronics Connectivity business unit. **Launched the USB3 specification**, creating a \$500m+ business plan. Published the technology forecasting process used in a book, “Bowling with a Crystal Ball.”
- Conducted a **company turnaround** for Voyager Technologies. Then negotiated and sold it for \$22m to PCTEL.
- Facilitated a **Scenario Planning, War Game**, and **Strategy Planning** workshops for Texas Instruments that led to entry into the mobile Wi-Fi market with 60% market share and creation of the \$500m Mobile Connectivity Solutions business unit.
- Developed and taught a Texas Instruments “Competitive Toolkit” series of **innovation & strategy lectures** that were attended by participants from all company business units.
- Developed and taught a graduate **technology forecasting course** at the University of Texas at Dallas.
- As the Executive VP of Corporate Strategy for Interphase, facilitated strategy planning, **invented penveu®** (multiple award winning educational technology product), and led product development.
- Facilitated a **strategy planning workshop** for VCE and DRS.
- Facilitated **“Un-Kill Innovation” executive workshop** for Qorvo IDP’s top executives to understand how creativity and innovation can be increased in the company. One executive referred to the workshop as **“transformational.”**
- For the PhD dissertation, conducted a **2-year qualitative research** to understand why employees are more creative in startup companies than they are in large, established ones. Wrote multiple articles and two books (*From Startup to Maturity* and *Un-Kill Creativity*) as a result.
- National Speakers Association Professional Speaker.
- Author of 6 books and 21 patents.
- **Elected in 2015 as a Plano ISD board trustee**, providing direction, governance, and oversight to a \$650m school district with 55,000 students and 7,000 employees.
- **Inc. magazine columnist**, named **2015 and 2016 Top 40 innovation blogger**. Published articles in multiple venues including Inc., Innovation Excellence, and Boards & Directors.

## Innovation & Strategy Leadership

## Large Scale Creativity. Plano, TX

### Innovation & Strategy Trainer, Facilitator, Speaker, Coach. 2015-present

Assessment, intervention, and ideation to “Un-Kill” creativity and out-innovate startups in a repeatable manner with no significant investment using the company’s own employees. Aimed at companies whose growth became stagnant and margins erode. Working at all three levels of the organization: corporate, team, and individual.

## Interphase Corporation / penveu®. Plano, TX

### Inventor and General Manager, penveu. 2010-2015

#### VP Corporate Strategy. 2008-2015

- Led the executive team in developing a strategic intent and strategy, resulting in the reorganization of the company around products and services verticals, and incubation of new business.
- Managing growth into the Embedded Computer Vision space through acquisitions, strategic investments, hiring, and internal growth.

- Invented penveu (educational technology product), filed multiple patents, developed business plan, lead the product development and marketing launch. Finally led sales to grow revenue 35% month-over-month over a 9-month period.

## University of Texas at Dallas. Richardson, TX

### Adjunct Professor & Course Developer, Technology & Industry Forecasting. 2010-2011

## Texas Instruments. Dallas, TX

### Sr. Director, Technology Strategy & Industry Relations. 2005-2008

### General Manager, Consumer Electronics Connectivity. 2003-2005

### Director, Strategy & Business Development. 2002-2003

- Coordinated participation in industry and standard organizations (3GPP, Wi-Fi, Mobile TV, MIPI and more).
- Drove cooperation with other companies, including Intel, Nokia, Motorola, Microsoft, Disney, etc.
- Launched innovation/growth initiatives, including process of developing deliberate intellectual property to improve competitiveness. Launched the “creative backlog” to move innovation from ideas to funded projects.
- Drove and facilitated the strategic planning process for a long-range technology and product roadmap through scenario planning, competitive role playing (war game), and other formats.
- Created and taught a unique marketing & strategy training program for TI: “The Competitive Toolkit”.
- Created a business plan for the formation and creation of the USB3 specification, joined forces with Intel in forming it, and drove prototyping efforts within TI to be first to market.
- Had P&L responsibility, and grew the consumer electronics connectivity business from \$80m to \$97m revenue and from 10% to over 25% profit.
- Responsibility for new product development prioritization, sponsorship, and results.
- Management of operations including forecasting and performance to plan, responsibility for overhead spending, headcount management, margin improvement, and inventory management

## Skills

- Strategy Development
- Organizational Innovation
- Employee Creativity
- Industry Relations
- Training & Facilitation
- Board Membership
- Public Speaking

## Domains

- Technology (Semiconductors, Electronics Manufacturing)
- Education
- Private and mature companies
- Industry consortia, standards

- People development, talent retention, performance management, succession planning, and recruitment.
- Ownership of 3<sup>rd</sup>-party relationships of Texas Instruments' Wireless LAN with RFIC semiconductor manufacturers for 802.11 products. Partner selection through RFQ and evaluation process, including strategic partnership contract negotiations, and serving as a core team member in the Radia acquisition (\$150m) project.
- Driving a 3<sup>rd</sup>-party developers' program to promote the use of TI Wireless LAN chipsets in new markets.
- Interface with the FCC and other regulatory institutes around Wireless certification and standardization issues.

### **PCTEL & Voyager Technologies.** *San Jose, CA*

#### **Vice President, Advanced Communications.** 1998-2002

- Performed company "turnaround" from an \$800K/year design services, 7-person business (Voyager) to a well-known Wireless IP provider. Introduced the company to major consumer electronics OEMs and licensed technology to them (closed a \$1.5m contract with Panasonic and \$1.7m with Racal Communications).
- Initiated, negotiated, and closed the sale of Voyager to PCTEL for over \$20m in cash & stock.
- At PCTEL, created standards and processes for defining and developing new products. Led new product activities, trained a product management team, and led the launch of new products. Launched a company-wide product roadmap. Led high-performance cross-functional team responsible for company-wide revenue targets.
- Analyzed and forecasted the DSL market failure. Curtailed investment in susceptible product lines.
- Defined the company's value proposition for the next generation 802.11 products. Made "Make vs. Buy" decisions, performed due-diligence and negotiated acquisitions of target companies.
- Acted as a member of the executive management team, and interfaced with the board of directors.

### **Solram Electronics, Ltd.** *Tel-Aviv, Israel*

#### **CEO & Founder.** 1995-1998

- Invented (patent issued) and developed an Internet telephony (VoIP) hardware/software product.
- Raised money for the first funding round from private investors and Israeli government. Conducting road shows (Local and US), presentations, and creating business plans.
- Outsourced product manufacturing and managed supply chain.
- Led marketing activities, including trade shows (Israel, US, Asia), negotiating with distributors, market research, OEM agreements, and performing all export activities and business planning.

### **Electronics Line, Ltd.** *Tel-Aviv, Israel*

#### **R&D Manager.** 1988-1995

- Started as the main R&D person, and moved to managing the company's R&D department (20 people in 1995).
- Held various engineering roles, including system, software, hardware, PCB layout, and mechanical.
- Applied and got government R&D grants (6 Israeli grants and one US-Israeli fund from the BIRD foundation).
- Defined new products, and the business and marketing plans associated with them.

### **Israel Defense Forces.** *Israel*

#### **35<sup>th</sup> Airborne Paratroopers Brigade.** Front Command, Reserves. 1988-1998

#### **Mamram Computer Center.** Mainframe Computer Specialist, Active Duty. 1983-1988

## Board Membership

**Plano Independent School District.** Board Trustee, *elected May 2015*  
**Regional Center for Innovation & Commercialization.** Board member, *2008-2014*  
**Texas-Israel Chamber of Commerce.** Board member, *2007-2013*  
**Biscotti, Inc.** Advisory board member, *2008-2011*  
**Association of Strategic Planning, DFW Chapter.** Board Member, *2007-2008*  
**Wi-Fi Alliance Industry consortium.** Board member, *2003-2008*  
**Mobile DTV Alliance Industry consortium.** Founder and Board Chairman, *2006-2007*  
**WiMedia Alliance Industry consortium.** Board member, *2003-2007*  
**International Center for Decision and Risk Analysis (ICDRiA).** Advisory board member

## Education

**PhD in Organization & Management.** Research in employee creativity. Capella University, *2010*  
**MBA.** University of Colorado, Colorado Springs, *2001*  
**Executive Marketing Management Program.** Stanford University, *2001*  
**LLB.** Tel-Aviv University Law School, *1998*  
**E-Tech in Electronics & Computer Engineering.** Ort Singalovski College (Tel-Aviv, Israel), *1983*  
**Developing the Strategic Leader.** Center for Creative Leadership, *2004*  
**Leadership Plano, Class XXXI.** *2014*

## Publications

Book: **Business Plan through Investors' Eyes** workbook. *2017*  
Book: **Un-Kill Creativity:** How Corporate America can out-innovate startups. *2016*  
Book: **From startup to maturity:** A case study of creativity in high-tech companies. *2015*  
Book: **Bowling with a Crystal Ball:** How to Predict Technology Trends, Create Disruptive Implementations, and Navigate them through Industry. *2<sup>nd</sup> Edition , 2015*  
Book: **Worst Diet Ever:** How I found the motivation to lose weight and live healthy. *2014*  
**US Patents** (5974043, 8571611, 8446364, 9024876, 8982050, 8217997, 8353598, 8628197)  
**Inc. Magazine** Columnist, 100+ articles  
**Innovation Excellence** Columnist, 20+ articles, named 2015 and 2016 Top-40 innovation blogger  
**Boards & Directors** Contributor

## Community Service

**Civil Air Patrol.** Aerospace Education Officer and Pilot  
**Plano Youth Leadership.** Board Member and Inspirational Speaker