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September 11th 2013: Putting Strategy to work: The story of Interphase and penveu

How does a 34 year old, established, public embedded communications hardware company turn itself into an engine of innovation, entering new, promising and unfamiliar territories for them? Our guests today are the CEO of such a company, Interphase Corporation in Plano, Texas, and the Vice President of Strategy that helped push the company into new directions. They will take us through a story that starts with the realization that "someone moved my cheese", to breaking all orthodoxies, developing a new strategy, and putting it to work. They will share how hard it was to do things differently, and

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Featured Guests



Dr. Yoram Solomon

Dr. Yoram Solomon is an inventor, a creativity and innovation researcher, coach, consultant, and trainer to large companies and their employees. For his PhD he studied why people are more creative in startup companies than in mature ones.

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Gregory Kalush

Gregory Kalush is the Chairman, President, and CEO of Interphase Corporation. He joined Interphase in 1998 as Chief Financial Officer

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