

Joe Calloway Joins The Disruption Lab as Principal, Expands Fast-Growing Company's Services to Global Corporate Innovators

NASHVILLE, Tenn., 12 September, 2017 – The Disruption Lab, LLC., announced today that Joe Calloway has joined the firm as Principal, positioning their growing platform to support global corporate innovators and propel their organizations into the future.

Calloway is a consultant to leading corporate executive teams. His clients range from Coca Cola in Africa, newspaper publishers in Scandinavia to Verizon, Northrup Grumman and American Express in the U.S. He is also a nationally acclaimed keynote speaker and author of *Be the Best at What Matters Most* and six other ground-breaking business books including *Becoming A Category of One: How Extraordinary Companies Transcend Commodity And Defy Comparison*, which received rave reviews from *The New York Times*, *Retailing Today*, *Publishers Weekly* and many others.

“My work has been to help companies stay competitive through improvement or sustaining innovation,” said Joe Calloway. “Now they, and every company, are needing to understand how to thrive in a marketplace of disruption and exponential growth. They have to answer new challenges: How does disruption affect them; how can they drive disruption; and, what opportunities does disruption present. Successful organizations need to be concerned about and involved in disruptive innovation to stay relevant and thrive in the future. I am looking forward to joining forces with The Disruption Lab in bringing forward validated ideas and strategies that can help our clients evolve wisely and quickly, while driving growth.”

A strategic partner working across industries, The Disruption Lab connects and collaborates with stakeholders across the innovation ecosystem to enable disruptive corporate innovation.

“Joe Calloway is a trusted advisor of over thirty years to leading global corporate executive teams, business owners and entrepreneurs,” said Disruption Lab Principal Phil Gibbs. “We are excited to welcome Joe to our team to further our shared vision of helping corporate innovators more effectively address transformative innovation. Joe’s experience with global companies and our [Executive Innovation Program in New York and Barcelona](#) this October reflect The Disruption Lab’s strategy to broaden our reach and serve more corporate innovation teams.”

About The Disruption Lab

The Disruption Lab is an innovation and growth lab created to enable corporations, corporate executives and innovation leaders to more effectively address transformative innovation. For more information, visit www.thedisruptionlab.com.