

The Disruption Lab leads Nashville executives to see world-leading innovation in New York and Barcelona, Spain

NASHVILLE, Tenn., 11 July, 2017 – The Disruption Lab, LLC., offers a unique opportunity through its Executive Innovation Program in New York and Barcelona this fall designed for leaders to think through the critical question: Evolve or go extinct?

Disruption Lab Founding Principal, Phil Gibbs, explains that there are clear patterns, processes and tools that can be learned by CEOs and corporate leaders to fuel disruptive innovation and exponential growth in their organizations.

“CEOs and business leaders across industries know that we are now living in an age of disruption,” Gibbs shared. “The Disruption Lab is a think-tank laboratory comprised of innovation experts who support our members and leaders to effectively address transformative innovation opportunities in their organizations before they are disrupted.”

The average lifespan of an S&P 500 company has dropped from sixty-seven years in the 1920s to just fifteen years today according to Richard Foster of Yale University.

The week-long Executive Innovation Program is fast-paced, including over 25 behind-the-scenes site visits with a focus on health care, fintech, artificial intelligence, connected retail, venture capital, start-ups, corporate innovation accelerators and smart city design. Among the star-lineup of global leaders are: IBM Watson, Sparks & Honey, Smart Design, Oblong Industries, Hewlett Packard, Avanade, Hospital Sant Joan de Deu, SEAT, UP2YOU, Mobile World Capital, Quantum World Association, Barcelona Tech City, Sant Cugat Smart City and Antai.

“The patterns of disruptive innovation that we will be experiencing are not only technological. Many innovations are driven by new business models,” **Disruption Lab Principal Steve Little** said. “When you look across industries, those who are successful in disruptive innovation make products and services easier to buy and to use, simpler, more accessible and less expensive. Conversely, the businesses and industries that are ripe for being disrupted have become complex, expensive and hard to do business with.”

The program will be led by **Michelle Greenwald**, former senior vice president of Disney and Mattel, and former vice president and general manager of Pepsi-Cola and Innovation Blogger for *Forbes* Magazine, and co-led by **Joe Calloway**, Phil Gibbs, Steve Little and Katie Sulkowski.

The Disruption Lab recently welcomed new **Associate, Joe Calloway**, consultant to executive leadership teams at global organizations, nationally acclaimed keynote speaker and author of seven breakout business books including *Becoming A Category of One: How Extraordinary Companies Transcend Commodity And Defy Comparison*.

“Leaders today need to go beyond improving products and ask What business do I need to be in five years from now that I need to start today?” said Joe Calloway. “That’s a very different mindset than what managers have used, and we can help them.”

To register for The Disruption Lab’s Executive Innovation Program this fall, go to <https://thedisruptionlab.com/executive/>. Disruption Lab members get a discount. For questions, contact Katie@thedisruptionlab.com

About The Disruption Lab

The Disruption Lab, founded in 2014, is a one-of-a-kind think tank created to enable corporations, corporate executives and business leaders to more effectively address transformative innovation.

www.thedisruptionlab.com