

# Introducing TI's "great innovator," Yoram Solomon

"Of all the trends that affect human progress, such as nature, society and economy, technology has the biggest and fastest impact. Its progress is hard to grasp, but once you do—you enable breakthrough innovation.

The success of others allows you to see the possibilities, not obstacles, in pushing the boundaries of technology."

Yoram Solomon  
Senior Director  
Worldwide Standards and Technology Strategy  
Wireless Business Unit, TI



Our people make our technology great.

**A history of excellence ...** After serving in the Israel Defense Forces for five years, followed by 10 years of reserve service, Yoram Solomon is familiar with words that exemplify commitment: innovation and determination. He incorporates these same words into his professional life to maintain Texas Instruments' (TI) secure standing in the wireless market.

**A key member of TI's family ...** Currently serving as the senior director of worldwide standards and technology strategy, Solomon joined TI in 2002 as a director of business development and strategic planning for the wireless networking business unit. With six years at the company, Solomon is credited with numerous accomplishments. He was the founding father of the Mobile DTV Alliance, played a key role in TI's Bluetooth® over Wireless LAN activities, and drove the formation of the USB 3.0 promoters group – just to name a few. A well-respected ambassador for TI and the organizations he represents, Solomon also is frequently quoted in top U.S. trade and business publications, including EE Times, Wireless Week, USA Today and BusinessWeek.

**Outside of TI ...** Solomon's unique passions extend beyond the walls of TI. He is a writing and reading enthusiast, particularly about subjects that make you think. He has authored multiple articles and recently published a book, "Bowling with a Crystal Ball," which explains fast-moving technology trends, techniques to project future evolutions and ways to influence the massive electronic products market. He also enjoys racing motorcycles and flying, a skill he mastered in his time as a mission pilot for the Civil Air Patrol.

**Inspiration...** Solomon is most inspired by Clayton Christensen, Gene Frantz, Steve Jobs and Gordon Moore – visionaries who, in his eyes, exhibit drive and passion, seek radical innovation rather than incremental change, and strive to understand how consumers use products. Their success stories encourage Solomon to see possibilities, not obstacles, in pushing the boundaries of technology. This philosophy also rests at the heart of TI's unprecedented commitment to the wireless market and tireless efforts to connect people around the globe with mobile technology.

**A past at TI ...** Prior to his current position at TI, Solomon led strategic business development and industry relations for the connectivity organization within TI's application specific products business unit. He also served as general manager for TI's consumer electronics connectivity business unit, where he oversaw execution of the company's wired and wireless connectivity strategies for the consumer segment.

**Career milestones...** Before joining TI, Solomon achieved a handful of milestones. He founded Solram Electronics Ltd, an Internet telephony company. While serving as the company's CEO, Solomon received a U.S. patent for a "system and method for communicating information using public switched telephone network and a wide area network".

**Previous experience...** Solomon also served as the vice president and general manager of PCTEL's advanced communications business unit in San Jose, Calif. While at PCTEL, he defined the company's 802.11 product strategy and market opportunities, and worked on its broadband DSL product line. Solomon also held senior-level management positions at Electronic Line, Ltd., Israel's Ministry of Industry and Trade, and Voyager Technologies.

**Education ...** Solomon is currently working toward a doctorate in organization and management at Capella University, where he is researching innovation in Fortune 1000 companies. He earned a master's degree in business administration from the University of Colorado and a law degree from Tel-Aviv University in Israel. He also participated in the executive marketing management program at Stanford University, and received an associate electronics and computer engineering degree from Ort Singalowsky College in Tel-Aviv, Israel