

FOR IMMEDIATE RELEASE
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Intrapreneurship Academy at The Cable Center Welcomes New Instructor to Cultivate Industry Innovators and Leaders

Dr. Simone Bhan Ahuja, a bestselling author, consultant, and expert in intrapreneurship and sustainable innovation, activates Intrapreneurship Academy participants to accelerate business from within.

DENVER, CO, February 22, 2022 – The Cable Center today announced the appointment of Dr. Simone Ahuja as the new instructor of its industry-acclaimed and prestigious Intrapreneurship Academy course, *Driving Innovation*. *Driving Innovation* equips connectivity industry high performers with the intrapreneurial skills and tools to drive innovation and measurable value within their organizations.

During the 8-week virtual *Driving Innovation* course, intrapreneurship and sustainable innovation expert and bestselling author, Dr. Ahuja, teaches the process of innovation and cultivates the skills and mindset for participants to effectively innovate and accelerate business from within. Intrapreneurship theory is reinforced with the integration of a real-world project and business plan, enabling and empowering participants to drive innovation, change, and revenue within their organizations.

“I cannot imagine a better fit for this role of course leader and developer,” said Janice Silver, VP of Intrapreneurship Academy. “Dr. Ahuja possesses the knowledge, the experience, and the passion for innovation that will inspire and empower the next generation of connectivity intrapreneurs.”

Founder of Blood Orange, a global innovation and strategy firm, Dr. Ahuja is a successful business leader as well as a co-author of the international bestseller, *Jugaad Innovation*, which *The Economist* called, “the most comprehensive book yet” on the subject of frugal innovation. Her most recent book, *Disrupt-It-Yourself*, discusses why leaders must support the passionate and purpose-driven intrapreneurs inside their organizations to drive sustainable innovation and fend off disruption.

“I’m thrilled to be leading the *Driving Innovation* course and to join forces with an organization whose mission is to advance intrapreneurship and innovation,” said Dr. Ahuja. “I am passionate about enabling industry leaders to innovate sustainably and grow intrapreneurial cultures within their organizations. I look forward to supporting leaders as they build the skills to do more with existing resources, decrease risk, and emerge with executable action plans that drive measurable ROI for their organizations.”

Dr. Ahuja is a keynote speaker, innovation advisor, and consultant to organizations including 3M, UnitedHealth Group, Procter & Gamble, Target Corp, Stanley Black & Decker, and the

World Economic Forum. She has served as an advisor to MIT's Practical Impact Alliance and the Centre for India & Global Business at Judge Business School, University of Cambridge. A regular contributor to the *Harvard Business Review*, she is a member of the Board of Trustees of the Walker Art Center in Minneapolis and a practitioner of improvisational comedy.

Most recently, Dr. Ahuja and the importance of intrapreneurship and sustainable innovation in our fast-changing industry was featured in The Cable Center's [2022 First Annual Intrapreneurship and Innovation Report](#).

"Just as the original entrepreneurs built our industry and enabled and inspired its evolution, today's *intrapreneurs* continue this legacy by building, enabling, and inspiring our industry's future," said Diane Christman, president and CEO of The Cable Center. "It's an honor to work with Dr. Ahuja to empower intrapreneurs to drive change within their organizations and accelerate business from within. We are delighted to welcome her to our esteemed group of Intrapreneurship Academy course leaders!"

To date, Intrapreneurship Academy at The Cable Center has graduated over 300 industry leaders and intrapreneurs from over 40 different industry organizations around the world, including Charter Communications, Comcast, Cox Communications, Crown Media Family Networks, Discovery Communications, Liberty Global, and Liberty Latin America.

In 2022, Intrapreneurship Academy is hosting three sessions of its *Driving Innovation* course. Besides *Driving Innovation*, Intrapreneurship Academy offers three other distinguished professional development courses, each designed to teach a unique, core building block of intrapreneurship: [Leading With Agility](#); [Leading With Agility: Executive Intensive](#); and [Leveraging Customer Experience](#).

For more information on Intrapreneurship Academy at The Cable Center and to reserve 2022 course seats, visit www.intrapreneurshipacademy.org.

About The Cable Center

The Cable Center is an educational nonprofit serving the connectivity industry that advances future innovation by helping organizations develop connectivity innovators from within. Through our Intrapreneurship Academy, we enable companies to drive business growth by channeling the entrepreneurial drive of their greatest source of inspiration – their people. Our programs, expertise, and opportunity instill the leadership of our industry's original innovators to empower a new generation of bold thinkers. Based in Denver, Colorado, The Cable Center is also the home of the Cable Hall of Fame, recognizing individuals for their outstanding contributions to the industry's progress; and the Barco Library, the world's largest collection of cable-related information and resources.

Visit www.cablecenter.org for more information.

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