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Chasm Institute Makes Rare Director Appointment

Tobias Yergin Brings Customer-Centric Product Strategy Expertise to the Firm

San Bruno, Calif. – August 28, 2017 – [Chasm Institute LLC](http://ChasmInstituteLLC.com), the leader in helping high-tech companies accelerate market success, announced today that Tobias Yergin has joined the firm. With more than 25 years of industry experience, Yergin has a successful track record of driving revenue and market growth through the development of disruptive products and services.

“Taking on a new director is not a common announcement for us. In fact, our clients consider us an elite team of specialists who are not that different from ‘special forces’ in the military. The role our leaders play takes practical and strategic experience with the ability to not only transfer, but apply, best practices and knowledge to a business,” said Michael Eckhardt, Chasm Institute Managing Director. “Tobias’s customer-centric business philosophy has not only generated market success for Fortune 500 technology leaders, but his approach and demeanor also aligns closely with our core business values. His strong background in executing product strategies that can more accurately predict and generate market success make him an ideal addition to our seasoned team.”

Yergin’s background includes product leadership positions at VMware, Panasonic, Citrix and Intel. He earned post-graduate certificates from the Stanford Graduate School of Business in Corporate Entrepreneurship, Strategy, and Design after receiving his MBA and BA degrees from San Jose State University.

Tobias is available to lead executive workshops based on Chasm Institute best practices

to drive deeper engagements with customers and accelerate the adoption of new products and services. To schedule, please contact Angela Martinez at amartinez@chasminstitute.com

About Chasm Institute

Chasm Institute LLC helps high-tech companies to learn, apply, and institutionalize best practices in strategic market development. We work with management, marketing, engineering, and sales organizations in high-tech companies large and small, all over the world. Our work is based on best practices from Geoffrey Moore's high-tech business best-sellers: *Crossing the Chasm*, *Escape Velocity*, *Inside the Tornado*, and *Living on the Fault Line* plus learnings and pattern recognition from hundreds of engagements with client companies. We help teams to **think and act** strategically. More information can be found by visiting us at www.chasminstitute.com.

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