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Crossing the Chasm, A Physicist in Private Industry

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In his book “Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers,” Geoffrey Moore, introduced a model of how innovations become mainstream technologies. Specifically his theory highlights the importance of identifying a target and setting a singular scope at the early stages of development. To this day, this model serves as a standard for high-tech entrepreneurship. As high-technology invades all aspects of our lives, people still sit at that center of innovation. The basic skills and perspectives learned through a degree in physics are perfect tools for fueling future innovations. However, it is often difficult for a physicist to “cross the chasm” into private industry. Some insights into making this transition and the importance of physicists in the private sector will be shared.