

For Immediate Release
March 2018

Contact: Christine Nestor
507-429-6250
cnestor@milleringenuity.com

Steven L. Blue, CEO of Miller Ingenuity, Launches Podcast on Business Transformation and Company Culture

Blue's podcast titled "Transform. Ignite. Disrupt." will feature interviews and insights from innovative leadership.

WINONA, MN – Steven L. Blue, best-selling author, business transformation expert, and CEO of Winona-based rail safety product manufacturer Miller Ingenuity, recently launched a podcast on The Business Innovators Radio Network titled: "Transform. Ignite. Disrupt."

Building upon Blue's innovative "7 Values of Ingenuity®," listeners will take away proven, practical strategies to fuel their company's innovational potential and will learn how to unleash a blizzard of new high margin products that will delight customers and destroy competition. Blue will also break from the traditional interview format to comment on current news stories featuring "dumb leadership mistakes" and discuss what lessons we can all learn that will improve company culture.

"This podcast is a great resource for c-suite, entrepreneurs, and organizational leaders who are looking to transform their company into an innovative powerhouse," said Blue. "Creating an innovative culture within your organization doesn't happen overnight. My guests, many of whom will come from my popular *Business Journal* article series "The League of Extraordinary CEOs," will provide insight into their own success stories that include transforming their company culture to fuel innovation and disruption."

Blue's first few episodes have included Jeff Tuomi, CEO of Core ID Services, Mike Rotondo, CEO of Tropical Smoothie Café, Lucy Beard, CEO & Founder of Feetz, Roxanne Chihos, CEO of Good Look Ink, Len Pagano, CEO of the Safe America Foundation, and Steve Van Valin, CEO & Founder of Culturology.

To subscribe to "Transform. Ignite. Disrupt.," visit BusinessInnovatorsRadio.com, StevenLBlue.com or your favorite audio streaming platform.

###

ABOUT STEVE BLUE

With more than 40 years of management, executive, consulting and speaking experience worldwide, Miller Ingenuity president & CEO Steven L. Blue (stevenlblue.com) is a leading mid-market CEO and a globally-regarded business growth authority who has transformed companies into industry giants and enthralled audiences with his dynamic keynotes. He is the author of four books, including his latest, *Mastering the Art of Success* and *American Manufacturing 2.0: What Went Wrong and How to Make It Right*. His fifth book, *Metamorphosis: From Rust-belt to High-tech in a 21st Century World* is due in the Summer of 2018. Follow Steve on Twitter @StevenLBlue.