Elements of Success
In Technology and IT

Paula Phelan
and
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• Who we are
• What makes a successful company
• ITs role and job opportunities
• Q&A throughout
Paula’s Background

VERITAS®  IBM  Microsoft  Sun Microsystems

Apple  digital  CISCO

Harvard University
**About us**

**Nadel Phelan**
Incorporated in 1993

Technology Focus

20 Industry Experts

Providing Strategy & Tactics

Global Presence

"Nadel Phelan, Inc. is one of the more gifted and technically competent PR firms serving our industry."

– Communications Convergence

**NPI select client mix**

- 4-5 Start ups
- 9-10 Companies with revenues $20m - $600m half publicly traded
- 1-2 Multibillion Dollar corporations business units
Elements of a Successful Tech Company

- Vision/Technology
- Management Team
- Marketing
- Capitalization
- CEO

Winners and Losers
Great Ideas

- AI
- Distributed databases
- Streaming video
- Virtualization
- Cloud storage
- Robotics

Required:
- Clarity of vision
- Someone to buy
- Product works
- Thought leadership
- Marketing

Management Team

- COO
- CFO
- CMO
- CTO
- VP of Sales

Required:
- Producers
- Ability to follow CEO
- Believe in vision/product
- Have customer empathy
Marketing

- Communicates vision
- Knows the customer
- Identifies and deploys marketing mix
- Tracks competition
- Builds partnerships

Required:
- Lives in spreadsheets
- Clearly articulate product/service benefits
- Understands customer requirements/value
- Grasps relationship to ecosystem

PR Activities

- Issue news announcements
- Secure media coverage
- Leverage industry trends
- Promote customer and partner successes
- Develop thought leadership campaigns
- Write and place contributed articles
- Participate social networking conversations
- Coordinate with marketing programs/events
Working Capital

- Boot strapping
- Venture funded
- Public companies

Required:
- A coherent business plan
- Savvy CFO
- Ability to weigh opportunity with cost

CEO

- Vision
- Heart
- Commitment
- Where the buck stops

Required:
- Passion
- Willingness to put life on hold
- Empowers team
- Ability to live in the details and the big picture
- Fearless
The World of IT

- The role of IT
- Where to find a job
- How to define an ideal work environment

IT and You

JetBlue, Verizon data center downtime raises DR, UPS questions
Where to find a job in IT?

High-Tech Employment Concentration by Metro

IT's Customers

Sales
Product Management – Biz Units
Marketing
Developers
Customers/Partners
Executives
Operations

Source: Bureau of Labor Statistics; calculations by Gary Avis, Courant-Searme Institute
Participate in Communities

Find communities where you can learn and participate. Be honest, fair and respectful. If you add value employers will find you.

Interning at Nadel Phelan

- Looking for motivated interns
- Starting pay of $11/hr.
- Field study credit
- Hands on experience researching technology industry leaders and game changing startups,
Business Development
• Researching prospects and identifying new companies and industries
• Learning the “language of technology and IT”

Support for Account Managers
• Research: coverage, speaking/award opportunities
• Writing first drafts: blogs, releases, articles
• Presentation prep
Interested?

- Send the following items to sean@nadelphelan.com
- Resume
- Writing sample
- Class schedule

THANK YOU