






Elements of Success In Technology and IT

Paula Phelan
and
Sean Wood

- Who we are
- What makes a successful company
- ITs role and job opportunities
- Q&A throughout

Nadel Phelan

Paula's Background




Nadel Phelan

Paula's Background



Nadel Phelan About us



Nadel Phelan
Incorporated in 1993

Technology Focus

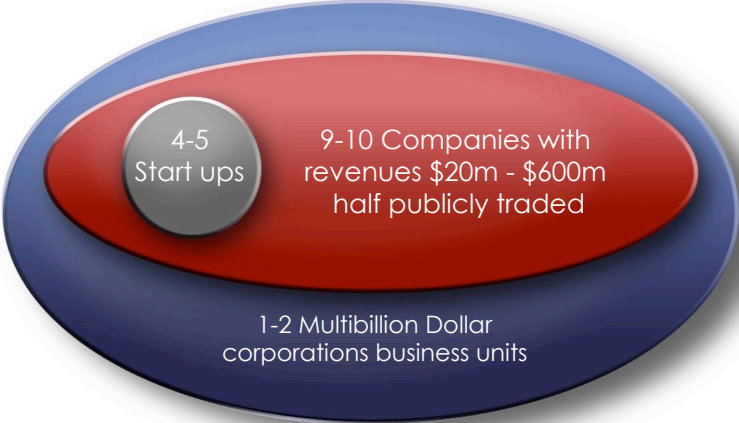
20 Industry Experts

Providing Strategy & Tactics

Global Presence

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

Nadel Phelan 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

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Elements of a Successful Tech Company

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

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Winners and Losers

The logos are arranged in a grid. The 'Winners' column includes logos for Verizon, Netflix, Facebook, Amazon.com, Oracle, IBM, Cisco, Intel, and Google. The 'Losers' column includes logos for AOL, Altavista, BlackBerry, Compaq, Nokia, Motorola, Second Step Life, Borland, Myspace, WorldCom, and SCO. Microsoft is also included in the grid.

Winners and Losers

AOL, altavista, verizon, IBM, BlackBerry, COMPAQ, NETFLIX, CISCO, NOKIA, MOTOROLA, facebook, intel, SECOND STEP LIFE, Borland, amazon.com, Microsoft, SCO, myspace, WORLDCOM, ORACLE, Google




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

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




- 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



- Boot strapping
- Venture funded
- Public companies

Required:

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

- Vision
- Heart
- Commitment
- Where the buck stops



Required:

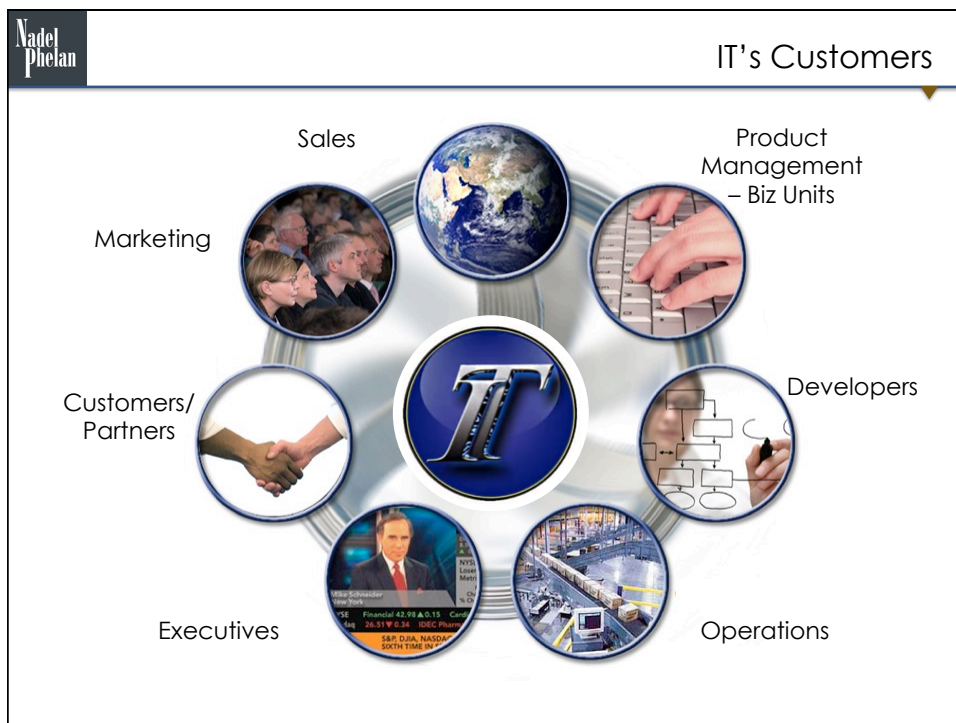
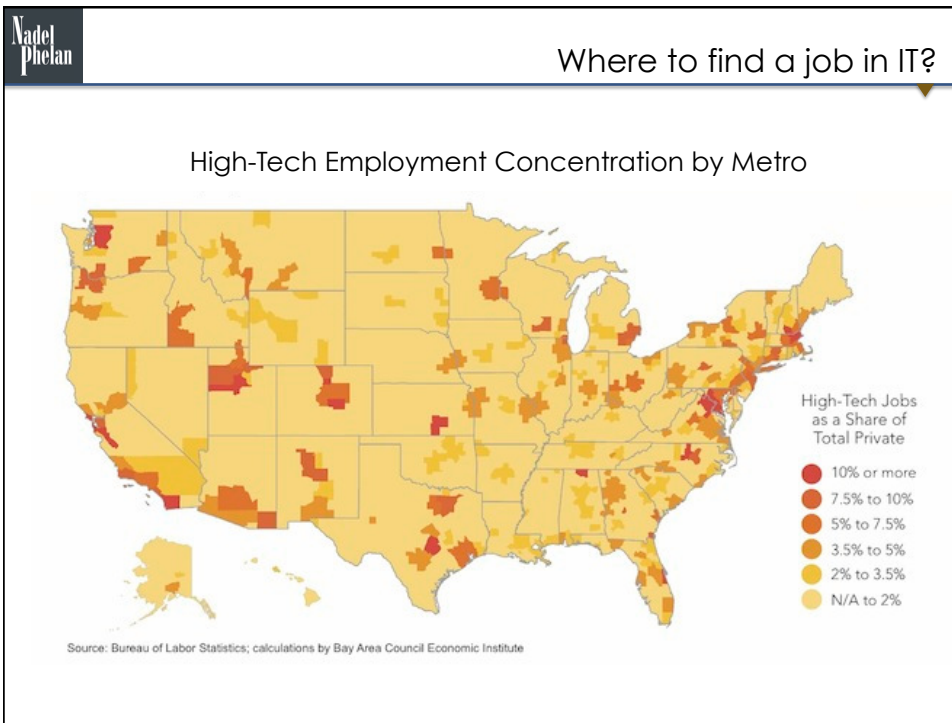
- Passion
- Willingness to put life on hold
- Empowers team
- Ability to live in the details and the big picture
- Fearless



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



JetBlue, Verizon data center downtime raises DR, UPS questions



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Participate in Communities



discussions documents blog posts community groups

Games and Surveys

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

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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