

SOUND OFF

Technology leaders discuss change in their industry.



**Paul
Hernacki**

Chief technology officer
Definition 6 LLC

Technologies: First, as busy executives are inundated with information in the form of digital files and countless messages across differing mediums (from e-mail to blogs to sites to social networking posts, etc.) I think there is a real opportunity for personal local search of files and data. Relevancy is key — help me find the needles in my ever-increasing haystack of personal data and information vaults, especially when I'm on the go, and I will happily be your consumer and evangelist.

Social networking: We use social networking extensively and encourage our employees to blog, tweet and post. We've seen tremendous response from leveraging social networks to let people know what we are thinking, how we can help them, and to enable our employees to promote us within their networks.

Innovation: Our executive team uses Yammer — which is essentially a secure, internal form of Twitter with some Facebook aspects — to have group-limited, business-specific status reporting and internal updates with each other.



**Dan
Limerick**

President and CEO
American Trade Products

Technologies: Executives will establish "virtual offices on the go" as technological breakthroughs continue to enhance smartphone capabilities. With increased download speeds, expanded use of touch screens and the ability to back up and store information on the Web, mobile computing devices will compete with PCs. The use of video/Web conferencing will become the norm as we try to save time and money.

Social networking: We're exploring social media to deliver our company's eco-conscious message. As we launch our new 100 percent biodegradable plastic products, we expect to tie in to environmental blogs, podcasts and social networking sites like Facebook and LinkedIn. These can be important communication tools to generate awareness for our latest green initiatives.

Innovation: We incorporated proven additive technology to develop a much-needed 100 percent biodegradable plastic material called Earth Plastic, which can be used to make thousands of eco-friendly plastic products.



**William
Doyle**

President and CEO
Vystar Corp.

Technologies: We'll see more technological innovations for how we interact and conduct business globally. Advancements in technology will make communication more interactive, reliable, faster — and hopefully cheaper. 3G wireless will be the norm with 4G and beyond close behind.

Social networking: We are exploring which social media networks are the best fit for our company's breakthrough natural rubber latex material. We're working with several social media platforms to identify and contact individuals who suffer from latex allergies.

Innovation: Products like the iPhone have truly "shrunk the world" by changing how we organize, process and share information. I'm able to respond to my customers faster, across multiple time zones, from anywhere in the world. I can take a photo of a medical device made with our Vytex natural rubber latex in Germany and e-mail it to a colleague in Malaysia within seconds. Challenges once posed by travel with regard to customer service have all but been eliminated by the rapid advancement of technology.



Jeff Mango

President
Verizon Wireless,
Georgia/Alabama
region

Technologies: I think the biggest technology implication we'll see over the next few years is the continued development and enhancement of our nationwide wireless voice and data network. Verizon Wireless has announced our plans to begin testing and rolling out our 4G network, the next generation of high-speed wireless, in the near future.

Social networking: Yes. We are continually looking at ways to connect with our customers as well as allow them to learn about and manage their wireless accounts online. As social networking grows, so does our company's participation in that realm. Verizon Wireless' marketing efforts are already taking advantage of applications such as Facebook and Twitter, for example.

Innovation: Verizon Wireless utilizes many technologies including our own, of course, but I think some of our Location Based Services have changed the game. VZ Navigator, for instance, is more than just audible turn-by-turn directions right on your wireless device. This service now has traffic integration [and] a robust local search engine.

1. What innovative new technologies do you see coming to the fore over the next several years specifically geared toward busy executives?
2. There has been much discussion of social network marketing. Does your firm use this medium? What have been the results?
3. What specific technology innovation over the last year have you adopted? How has it impacted your business or how you run your business?