

Elements of Success in Technology and IT

Paula Phelan, CEO

Sean Wood, Director

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Abstract:

The speakers will present on the elements that make a technology company successful. The evaluation will look at historical winners and failures. There will also be a discussion on the role of IT in different size organizations, across a variety of markets and geographical locations.

About the Speakers:

Paula Phelan, Ph.D. has 25+ years of experience in global marketing, market research and public relations for high technology companies. During her tenure, Ms. Phelan has guided scores of companies through the IPO process, on both domestic and international exchanges, and actively participated in the promotion of 100+ companies through the acquisition phase. To date, Ms. Phelan has worked with and provided counsel to industry leaders including Cisco Systems, Symantec, Oracle, IBM and Microsoft.

Prior to starting Nadel Phelan, Ms. Phelan managed marketing departments at Veritas Software, Hewlett-Packard and a variety of start-up organizations in Silicon Valley. Her background includes work as a systems integrator in the fields of telecommunications and financial services.

Sean Wood has 8+ years of experience in market research and public relations for high technology companies. Sean is responsible for identifying strategies for new businesses and heads the NPI intern program. Sean researches the technology industry, provides competitive analysis, identifies the sectors that are growing and highlights the market leaders. Sean is a graduate from the University of California, Santa Cruz.

Next week:

No class