

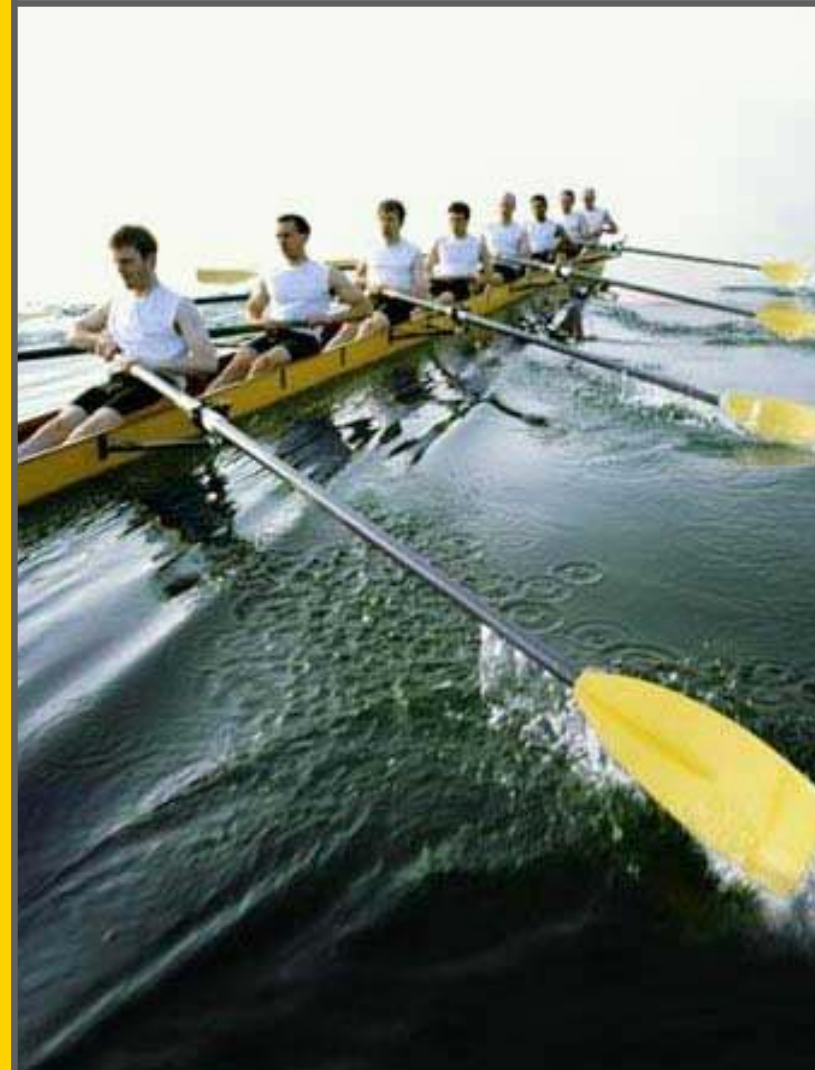
Reboot Your Career: Achieving Success in the Changing Field of Technology

Penn State Great Valley

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Partner & COO
LiquidHub



Introduction: Robert T. Kelley

- Partner & COO at LiquidHub, a systems integrator and technology consultancy
- Formerly:
 - Partner and VP at Broadreach Consulting
 - Director of IT at Right Management Consultants
 - Team Leader at Information Technologists Inc.
 - Independent Consultant
- Education:
 - Ph.D. in English, Indiana University
 - B.S., Mechanical Engineering, University of Missouri, Rolla
- Experience in business management, technology consulting, corporate IT, education

Overview

Rapidly growing technology consultancy and systems integrator delivering high-end IT solutions.

Founded in 2001, LiquidHub has enjoyed profitable, organic year-over-year growth, achieving a 2007 revenue of \$50M

Associates

500 associates worldwide

Headquarters

US: Philadelphia
Asia: Hyderabad, India

Markets Served

US, Canada, UK, Sweden, Switzerland, Netherlands, Germany, Israel, China, Singapore, India

Industry Verticals

Asset Management, Banking, Insurance, Pharmaceuticals, Biotech, Retail & CPG, Technology

Approach

We deliver technology consulting solutions within the context of Enterprise and Service Oriented Architectures.

- 500 Employees worldwide (375 US, 125 India)
 - Management Consultants
 - Project Managers
 - Business Analysts
 - Application Developers
 - Software Architects
 - Web Designers and Developers

- Typical backgrounds
 - Engineering
 - Computer Science
 - Vertical Industry IT

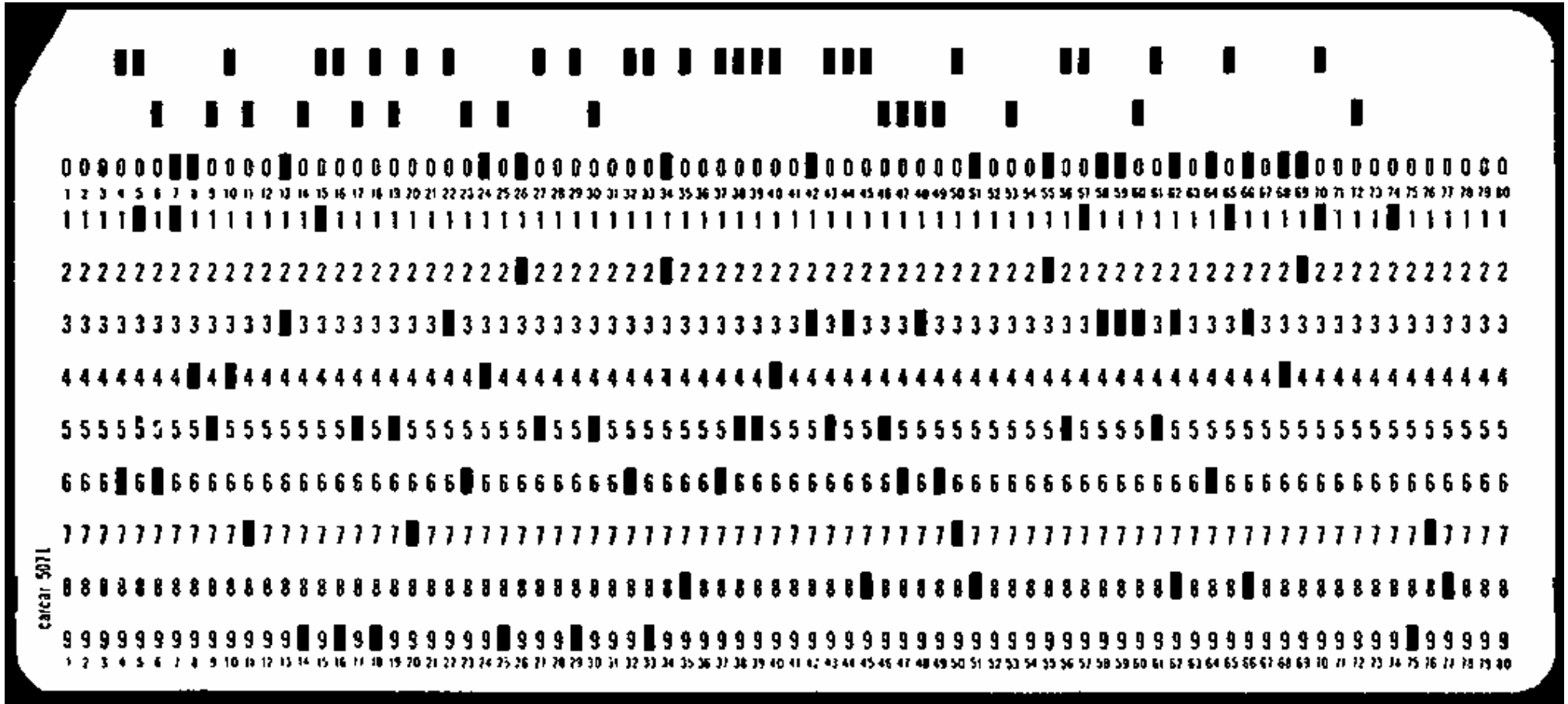
It's a Changing Environment

- Globalization
 - The World is Flat
- Commoditization
 - Advances in technology bring efficiency



- Implication  "IT Doesn't Matter"
 - Commoditization in technology inevitable

Does anyone know what this is?



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Pressures/Promise of the Creative Economy

- Tom Peters: Brand You
 - Cool in 1999, required in 2009
- Dan Pink: A Whole New Mind
 - Abundance, Asia, Automation
 - The MFA is the new MBA
- Thomas Friedman: The World is Flat
 - Globalization and Commoditization
 - Create value through *leadership, relationships and creativity*
- Richard Florida: The Creative Economy
 - Successful cities have Talent, Technology, Tolerance



Global

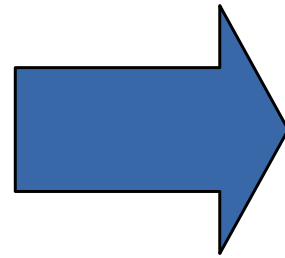
Virtual

Convergence



Old Paradigm

Custom
Monolithic
One-off
Accretive
Complex

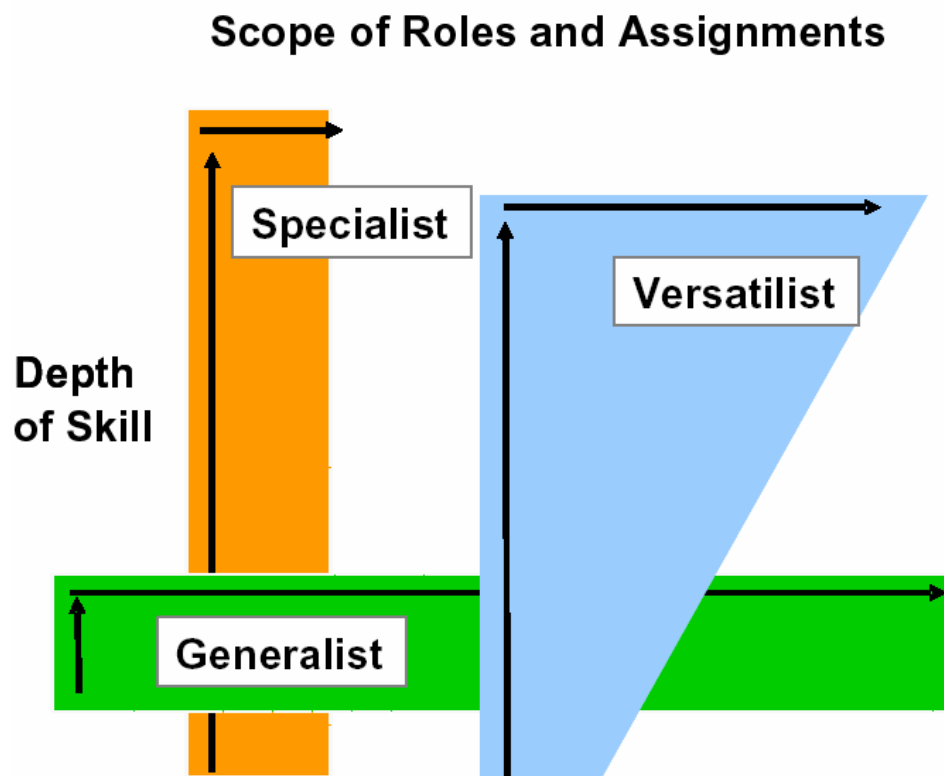


New Paradigm

Modular
Coupled
Considered
Improving
Transparent

Career Options

- “The job market for IT specialists will shrink 40 percent by 2010” (Gartner)
 - Gartner also asserts that the market will change significantly, with “versatilist” skills growing in demand
 - These opportunities are the new creative role in Information Technology



Specialist

- Deep Skills
- Narrow Scope
- Peer-Recognized
- Unknown Outside Domain

Generalist

- Broad Scope
- Shallow Skills
- Quick Response
- Others Lack Confidence

Versatilist

- Deep Skills
- Wide Scope of Roles
- Broad Experience
- Recognized in Other Domains

The Creativity of IT Professionals

- Creatives are “creating new ideas, new technology, new creative content” (Richard Florida)
- Today’s new leaders are “creators and empathizers, pattern recognizers and meaning makers” not “computer programmers who could crank code” (Daniel Pink)
- Information Technology “should, frankly, become boring” (Nicholas Carr)

How to make sure there's no "I" in commodity

Unassailable Roles within Business and Information Technology

- The Managing Consultant
- The Program Manager
- The Enterprise Architect
- The Experience Designer

The Disciplines to Foster

- Stakeholder Management
—Who is your customer?
- Portfolio Management
—Chaos with Balance

Why are we here today?

