



# North America - West

*August 11 - Doing IT Around the World*



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Kate-USA  
Marketing &  
Web  
Development  
Business  
Owner  
About My  
Career  
About Me



## Interview with Kate- President, Entrepreneur and Mom: North America

### *What do you do?*

As the founder of Green Tea Creative, my role encompasses everything that makes a business run – CEO, project manager, sales, marketing and yes, janitor, are all part of the job description! Different than working in a defined role within corporate life, being an entrepreneur brings the inherent responsibility of doing anything required to keep things flowing.

It's both the fun side and often redundant side of the job. The goal, however, is never to lose sight of doing it all with dedication and passion. From the most mundane of tasks to the most exciting of presentations, every role must be done with the same level of unwavering commitment to achieving success for our clients.

### *Virtual environment?*

By design, Green Tea Creative was constructed as a virtual company. While the notion of becoming a “brick and mortar” firm has been broached several times over the years, part of our differentiator is the ability to offer savvy and robust solutions at a fraction of the cost of larger agencies that have greater overhead.

That being said, even in a virtual environment there are processes that must keep us on track and in sync, internally with each other and externally with our clients. With part of our team in the US and part of our team in Europe, we work diligently and efficiently to ensure timely completion of deliverables to our clients.

### *What is a typical day like?*

Each day at Green Tea Creative is another day of something different. The beauty of each day resides in its uniqueness and flexibility. Arguably, there is always similarity in business – managing work flow, reconciling budgets, communicating with colleagues – but our clients bring diversity of industries, business practices and project requirements that fuels the individuality of each day.

### *Significant achievements?*

With marketing experts, project managers, print designers and web designers all working in tandem to create comprehensive solutions for our clients, it is imperative that we work with an open line and system of communication. Managing time zones and due dates is one of the greatest logistical challenges – but savvy project management keeps everyone on track and focused on the same goal.

As such, Green Tea Creative has continued to realize year over year growth for 7 consecutive years. The business continues to refine its niche and grow more grounded in the pursuit of clients and partners that are best suited for its services. With new partnerships leading to exciting projects, we're prepared and poised to excel in our market space.

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## About Me Interview with Kate- President, Entrepreneur and Mom: North America

*What are 3 words that describe you?*

Honest, Determined, Balanced

*What makes you good at what you do?*

A search for balance in business and personal life paved the road for the manner in which I approached the creation of Green Tea Creative, a U.S. based marketing and web development firm.

*How did you get started?*

A reluctant entrepreneur at heart, I founded Green Tea Creative with the intention of bringing a harmonious working ethic to the often frenetic pace of business.

*What motivates you?*

I aspire to have an unwavering commitment to my family and business alike and hopefully will never lose sight of the intentions that motivated me to start Green Tea Creative in the first place.

*What studies have you done?*

MBA-USC's prestigious Marshall School of Business

*What previous jobs have you had?*

I began my career in new media as a US-based marketing executive for French owned gaming company Infogrammes. After gaining much insight into the fast paced world of international technology development, I was recruited to join a new division of Disney's Consumer Products - Mouseworks Children's Publishing. Following Disney, I had the good fortune to head the marketing department of GoldMine Software where I gained invaluable lessons in executive management, technology trends and user-experiences.

*What is your advice to other women?*

The advice I humbly offer to other women is less about a profession in technology and more about the balance of life. Many women must make tough decisions about family, work and personal equilibrium – the challenge roots in sustaining all aspects of life with personal integrity and joy during the pursuit.

Whatever the equation is, find one that allows you to thrive as a woman, a wife, a mother and/or a sister to the women in your world. Success is relative and it is important to define success within the parameters of life you aspire to achieve.

For me, time remains the most cherished measurement of success. We have a financial base that supports our family, but we will never be atop the list of the rich and famous. But we have TIME. And time awards us the enviable ability to live – with our children, our family, our friends.

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## Work Product

The following is a small sampling of websites [Green Tea Creative](#) has produced:

[www.scoresports.com](http://www.scoresports.com)

The screenshot shows the homepage of scoresports.com, an American Soccer Company. The layout includes a top navigation bar with links for Shopping Cart, My Account, Customer Service, and Quantity Orders. Below this is a secondary navigation bar with links like HOME, SCORE DEALS, VIRTUAL DRESSING ROOM, ABOUT US, REQUEST CATALOG, and COMMUNITY INVOLVEMENT. A main content area features a large image of a soccer player and a 'WELCOME TO' message. A sidebar on the left lists 'Shop by Position' (Players, Goalkeepers, Coaches, Referees) and 'Shop by Type' (Fall Specials, Under \$3, Web Exclusives, Shorts, Socks, Outerwear, Accessories, Field Equipment). A search bar and a 'WHAT'S HOT' section are also visible. The footer contains contact information and a 'Member SECURE' badge.

[www.greenhomesamerica.com](http://www.greenhomesamerica.com)

The screenshot displays the homepage of GreenHomes America. The header includes the company logo and navigation links: WHO WE ARE, WHAT WE DO, LEARNING CENTER, and CONTACT US. A prominent banner features a family in front of a house and a GreenHomes truck, with the headline 'A more comfortable, energy efficient home guaranteed.' Below the banner are three main sections: 'SCHEDULE NOW!' with a 'SCHEDULE A COMPREHENSIVE HOME ASSESSMENT TODAY' button, 'LAST CHANCE! The National Grid Energy Improvement Grant Expires September 30, 2008', and 'Interactive Home Energy Savings Calculator'. A testimonial from Anthony and Annalisa O. of Liverpool, NY is included. The footer features a navigation bar, copyright information for GreenHomes America 2007-2008, and logos for BBB and other affiliations.

[www.thedrainsurgeon.com](http://www.thedrainsurgeon.com)

The screenshot shows the homepage of The Drain Surgeon. The header features the company logo and navigation links: HOME, ABOUT US, COMMERCIAL SERVICES, RESIDENTIAL SERVICES, SCHEDULE SERVICE, and CONTACT US. A large image of a drain being cleaned is the central focus. Text on the page includes 'From elegant designs to dependable repairs, with Drain Surgeon, the sky is the limit!' and 'Providing a relentless effort for being on time, always reliable, and an eagerness to help, Drain Surgeon, Inc. is a passionately team dedicated to the highest quality of customer service.' The page is divided into sections for 'SCHEDULE SERVICE', 'TESTIMONIALS', and 'TIPS AND TRICKS'. The footer contains contact information and a CA Contractor's License number.

[www.greenfaucet.com](http://www.greenfaucet.com)

The screenshot displays the homepage of greenfaucet.com. The layout is a typical financial news site with a top navigation bar and a main content area filled with various articles and market data. The articles include 'United, Staples And Pharma ETFs: The "Need-To-Sleep" Investment', 'hamilton's pub: "Package It Was A Good Plan"', and 'Join the ADVISORY BOARD'. A 'greenfaucet media' section features a video player. The footer includes a 'Join the Movement' call to action and a 'SIGN THE PETITION' button.

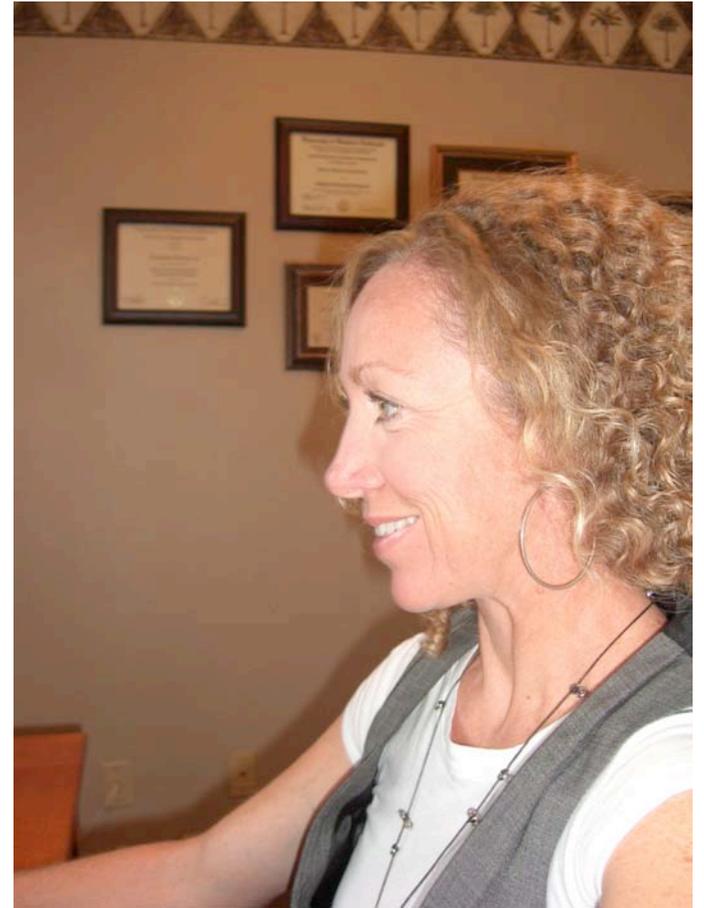
[www.deltaga.com](http://www.deltaga.com)

The screenshot shows the homepage of Delta Global Advisors. The header includes the company logo and navigation links: ABOUT US, PRODUCTS, WEALTH MGMT, ARCHIVES, and CONTACT US. A main content area features a 'Delta Global Commentary' section with a list of articles such as 'Emerging economies are booming. Do you know how to take advantage of today's best investment opportunities worldwide?' and 'Delta Global Commentary: GSE's: Too Big to Survive (Michael Perro)'. A 'Monthly Newsletter Signup' form is also present. The footer includes a navigation bar and copyright information for Delta Global, All Rights Reserved.

[www.mydaddysnores.com](http://www.mydaddysnores.com)

The screenshot displays the homepage of My Daddy Snores. The header features the company logo and navigation links: HOME, ABOUT US, PURCHASE, IN THE NEWS, RESOURCE CENTER, KIDS CENTER, and CONTACT INFO. A large image of a child and a snoring father is the central focus. Text on the page includes 'Welcome to the My Daddy Snores website!' and 'Whether you've read My Daddy Snores (Scholastic Inc.) with your child or a friend has sent you to this site, snoring is likely affecting the life of your family and you would like to stop the noise. We're here to help you!'. The page is divided into sections for 'Testimonials' and 'Survey'. The footer contains contact information and a copyright notice for Nancy H. Rothstein, All Rights Reserved.

**More Information – Kate: USA**



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Nilofer - USA (Silicon Valley): CEO

About My Career About Me

## Interview with Nilofer: CEO: Silicon Valley USA

### *What do you do?*

As the CEO of [Rubicon Consulting](#), I lead a team of tech industry experts. My [bio](#) will give you a sense of the mindset behind the work we do. Rubicon is a strategy and marketing consultancy designed specifically for the needs of tech companies, from Fortune 500 firms to orations that will deliver the next big thing. You've heard of many of our [clients](#).

### *How did you get started?*

I started out as an administrative assistant when I worked at Apple and I grew tremendously at that company.

During my 7-year tenure I had 23 managers. Difficult, yes, but it's proven to be very valuable as I'm exceptionally adaptive and understand many different personality types.

Working for Carol Bartz at Autodesk was the experience of a lifetime. Everything I've done in my career has contributed to where I am today as the CEO of Rubicon Consulting.

Going through the fire burns away what doesn't serve us and, ultimately, makes us stronger and more capable. Really, all our work is in the service of others. We are each influencers of many, more so than ever with the Internet linking us.

### *Challenges?*

Challenges include making continuous navigational changes to stay in balance, continuous learning and 'adapting to adapting.'

### *What do you love?*

What I love about what I do is that 'typical' doesn't exist. Whether I'm meeting with the EVP of Marketing at a client company, attending a peer –CEO seminar or leading my team in a murder boarding session, each day is unique.

### *What makes you confident?*

I'm confident the teams we work with want to do great work. As individuals, we have different points of view, unique gifts and backgrounds that must be melded together to meet our professional and personal goals.

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## About Me Interview with Nilofer: CEO: Silicon Valley USA

*What are 3 words that describe you?*

Optimistic, Strategic, Tenacious

*What motivates you?*

I'm motivated by problems – I see each one as a puzzle that can be solved to the benefit of people and their organizations.

*Any Hobbies?*

I've been a quilter for years and have produced dozens of hand-stitched pieces for family and friends.

*Do you Travel?*

Travel is one of my great joys. My favorite city is Paris, and I also enjoy New York for fashion, design and art.

New places and cultures intrigue me, as well as meeting people with different viewpoints.

In California, Yosemite is a very special location to me. I try to visit it at least once a year for backpacking and hiking. Our family completed a 20+ mile backpacking expedition there this summer.

*What studies have you done?*

I have an MBA from Santa Clara University and a BS in economics from University of San Francisco.

*What is your advice to other women?*

Women who want a technology career need to educate themselves and look for opportunity – it always seeks out those who are prepared.

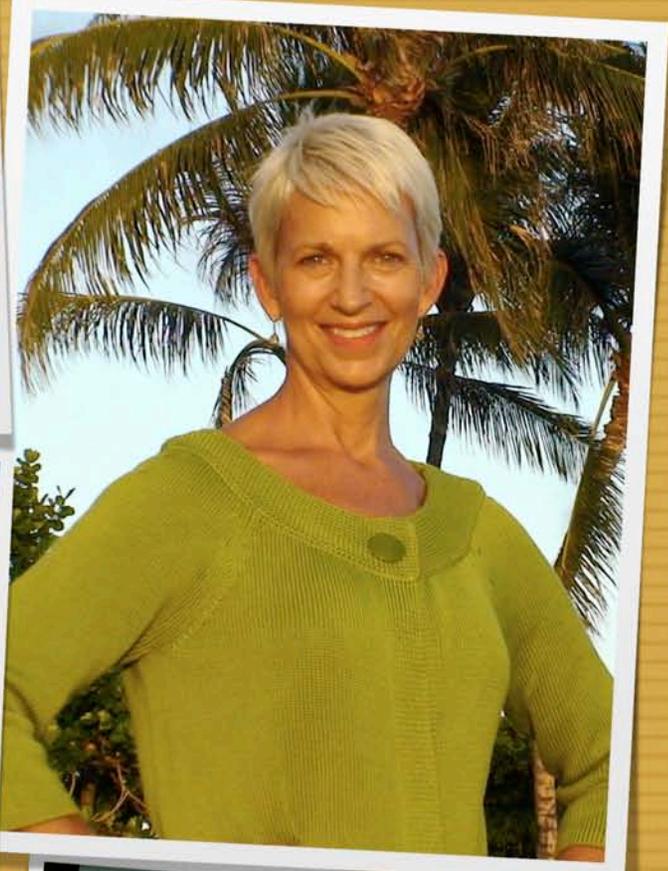
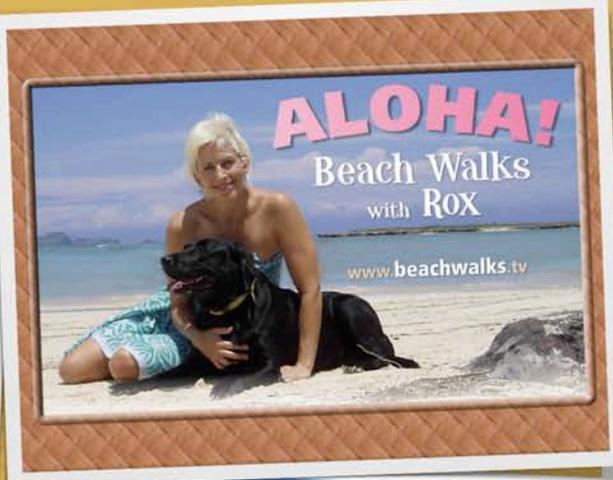
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Roxanne  
Hawaii:  
New Media  
Guru

About My  
Career  
About Me



## Interview with Roxanne – Business Owner: Hawaii

### *What do you do?*

Our company ([www.barefeetstudios.com](http://www.barefeetstudios.com)) deals in internet technology and marketing strategy using social media and video. We began as a database and web site developer for business and government, moving into more consulting and training. We are developing an online business, after years of building the online businesses of our clients.

I do project management and customer relations, with about 20% of my time working "in the code." I manage the programmers and designers, using online tools. At any one time, we have 6-10 active projects in various stages of development.

### *Challenges?*

Stress comes from people who have been burned by other tech companies and the rapid rate of change in technology. This means a lot of experimentation before the manual has been written.

### *How did you start??*

One of my clients was a web company. I am now co-owner. I learned all of my tech later in life - and I love being able to bring my diverse experience to my work.

I still do a fair amount of speaking, only now it's on how to use technology in market savvy ways. This enables me to travel, and I enjoy that very much.

### *What is a typical day like??*

We began audio and video podcasting in Sept, 2004. We now create Beach Walks with Rox, ([www.beachwalks.tv](http://www.beachwalks.tv)) with viewers in 70 countries! We have completed over 670 episodes and our audience has grown significantly.

There have been nights when I am on the road and standing outside a Starbucks in the rain using wifi to upload the next day's episode. We have won three Vloggie Awards and been featured at the Pixelodeon Festival at the American Film Institute in Hollywood. Two books are being released this fall that examine us as successful new media enterprises and we think we have bright, open-hearted people who tune in to our daily episodes.

Depending on the internet to behave nicely every day has been challenging. We are self-taught in movie-making, so the trial & error process can be frustrating. Software plug-ins can stop working when you upgrade your operating system or one day a web browser will no longer play your movies! Nonetheless we love the risk and the rewards.

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## Continued Interview with Roxanne – Business Owner: Hawaii

*How far reaching has your work been?*

I have had several careers! I have a Bachelor of Science degree in marine biology and environmental science from UC Berkeley.

I began a PhD program, but ended up studying ballet for many years. I felt I had gone too left brain and wanted some balance.

Over the years I have owned an exercise and health studio, been an international trainer and motivational speaker, before landing a job as a Small Business Marketing Expert.

*What do you enjoy the most?*

Clients appreciate me most for translating both how technology works but what it is they want to accomplish, and how. People are generally put off by technology, making it hard for them to be good decision-makers and creative thinkers.

*Exciting horizon?*

I am excited about the new business we are building, tentatively called "Know-How Cafe."

We will be able to do for ourselves the many things we have been doing for others over the years! Being able to apply technology to our own creation I find very exciting.

*Where can we learn more?*

Main Company Web Site: <http://www.barefeetstudios.com> Bare Feet Studios LLC

Internet TV Show: <http://www.beachwalks.tv> Beach Walks with Rox

Online Community: <http://reef.beachwalks.tv> The Reef

Tech Coach Site: <http://www.knowhowcafe.com> Know How Cafe

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## About Me interview with Interview with Roxanne – Business Owner: Hawaii

*What are 3 words that describe you?*

Curious, Kind, Intelligent

*What past jobs have you had?*

I have a B.S. from UC Berkeley and have taken many post-graduate and professional training course across a wide variety of topics.

I moved to Hawaii 6 years ago and this has been my dream come true. I don't think I could have been as successful earlier because I rely so much on internet technology to keep me connected with and known by others.

*What motivates you?*

I am motivated by succeeding at hard things - I am not afraid to work long, challenging hours. I love learning, and that is probably the number one thing that keeps me showing up.

*Relationships*

I live and work with my best friend and business partner. This is a high point of my life! He is a real geek "god" to me!

*What qualities do you have that make you good at what you do?*

I care enormously for others and love overcoming people's pre-conceived notions, especially about blondes in tech.

*What qualifications do you have?*

I have a B.S. from UC Berkeley and have taken many post-graduate and professional training course across a wide variety of topics.

*What is your advice to other women?*

Focus on what you want and develop a really good "ignoring muscle" for what others think, say, and do. Technology can be one of the most liberating fields for women, as it relies on our brains not our brains. Use a mentor and ask for what you want and have "girl" friends with whom you can have hash things out.

Life is full of opportunities, as well as obstacles, Please don't assume the worst when "stuff happens" - just pick yourself up and take another step forward.

Learn when to rest and back off, as managing my own energy is one of the most valuable things I have learned in my life.

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## More Information – Roxanne: Hawaii

# Beach Walks with Rox

a little aloha every day

To search, type and hit enter...

### Beach Walk 686 – Does Experience Matter?

Posted on September 12, 2008  
Filed Under [Business](#), [Relationships](#), [Video Podcasts](#) | [3 Comments](#)



Beach Walks with Rox #686  
Conch Line: +1-949-544-1456  
www.beachwalks.tv  
powered by vidler

iPod | 3:15 | To Embed or Email: click above

One of the big myths floating around is that a person's position or title is comparable to their competence. Not always true! Like me, I am sure you can think of examples. Many choices in life really do boil down to personal preferences. "Who you know" really does matter, and that is not always a bad thing. This turned out to be relevant in a discussion I was having with several other women speakers. We are all going to be presenting at [BlogWorldExpo](#) next week, where there keynote speakers are all white male. It's an old issue, but one that is not all that easy to address. It is a combination of micro and macro

#### Recent Beach Walks

##### Beach Walk 685 – In Support of Changemakers

We don't all have to be first in line.

##### Beach Walk 684 – Sorting Out Travel Energy

Quirky travel tips from Rox.

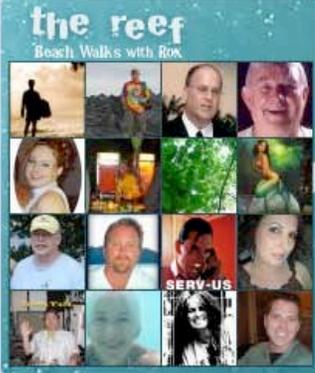
##### Beach Walk 683 – The Past is Gone

Hey, come join me in the present.

##### Beach Walk 682 – Go With The Flow

Going with the flow does not mean being a wimp.

#### Beach Walks Network



Visit The Reef



#### Pages and Information

[100th Show Contest](#)  
[About Beach Walks](#)  
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Winner of 3!

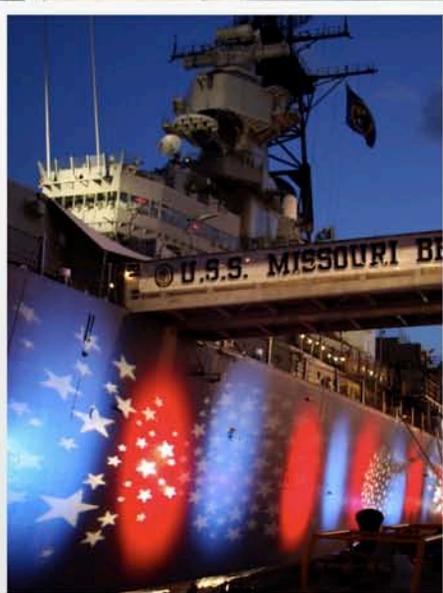
The vloggies

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Jamie -  
Hawaiï  
Knowledge  
Management  
Officer



About My Career  
About Me

## Interview with Jamie – Knowledge Management Officer: Hawaii

### *What do you do?*

As the Knowledge Management Officer (KMO) for the Commander, U.S. Pacific Fleet, my job is to help refine the processes used by people, enabled by technology, to assist the Commander in making both fleet management and operational level decisions.

A KMO works to improve knowledge and information sharing within an organization and must be able to make observations by listening to people from all areas within the organization. She must then record the information shared about those processes, and develop recommendations for technical and business rule-driven solutions that can improve upon information management processes and knowledge flow.

### *What is a typical day at work like?*

A typical day at the office for me begins with a round of “personal” knowledge management. I review the schedule for the day, read my e-mail, return phone calls, and make entries on various Web sites that include wikis, blogs and social media services.

The remainder of my day is usually spent meeting with the other members of our knowledge management team (both in person and via teleconference since many of my teammates work thousands of miles away!) and meeting with the people who we directly support.

### *What do you enjoy the most?*

What makes my job most enjoyable are the people I work with. As a KMO you have a unique opportunity to exercise your technical skills while remaining socially engaged with the individuals in the organization.

I get to learn a lot about how the Navy and, specifically, how our Command works from the experts who write plans, take care of finances, collect intelligence, support operations, give training, and much more, all in an effort to support the mission of our Commander. It is a very team oriented environment and I feel lucky and proud to be an active part of it.

### *What has been your greatest impact?*

The greatest impact I have had so far in my role can mostly be seen in the way I have been able to influence our staff to think and act outside of the norm when it comes to knowledge sharing. Knowledge Managers are often agents of cultural change, and asking people to adjust their ‘habits’ can be a difficult and slow process.

We often talk about knowledge ‘stovepipes’ in the Navy, which refers to the phenomenon that occurs when experts share information only within their own communities of practice or their similarly skilled colleagues. As a KMO, my job is to encourage, promote and support ‘cross-functional’ relationships so that more people who are experts on a variety of areas have an opportunity to share what they know outside of their internal communities. Cross talk allows more ideas to be shared and brings different sets of expertise together, which builds the organization’s knowledge and can therefore improve how the organization works together as a whole.

## Continued interview with Jamie – Knowledge Management Officer: Hawaii

### *How did you get started on this career?*

While in graduate school pursuing an MS in Information Systems, I had been working as the Director of Web Services for Hawaii Pacific University. One of my classmates, then Lieutenant Commander now Commander Tony Bruce, asked if I would be interested in working on his knowledge management team.

I jumped at the opportunity and after round of interviews with the incredible management team at CSC, I was offered the job as Lead Knowledge Management Support Specialist in July of 2006. The rest as they say is history.

### *What about travel?*

I do get to travel quite often for my job. I have made many trips to San Diego, California, Norfolk, Virginia, and even Yokosuka, Japan.

I absolutely love to travel and meet with people from different places and I'm thankful that I have the opportunity to do so for my job.

### *How far reaching is your work?*

I have had the opportunity to meet and collaborate with other knowledge managers across the Navy and in the other armed forces. I have met and correspond with knowledge managers who work for non-military organizations as well.

By sharing ideas among experts in other organizations, we can have a significant impact on knowledge management as a discipline and on technologies available to help further KM initiatives.

### *Will you continue?*

I hope to continue my work as a KMO for the next several years but am always keeping my eyes and ears open for new opportunities to grow and challenge myself.

That is perhaps one of the most important things any one can do for themselves in my opinion – always be open to and excited about change and the possibilities that come along with it, good and bad.

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## About Me interview with Jamie – Knowledge Management Officer: Hawaii

*What are 3 words that describe you?*

Listener, Innovator, Advocate

visit my bio on

<http://www.linkedin.com/in/jamiehatch>

*Why are you good at what you do?*

Beyond the details of my school and work experiences I can tell you that what has gotten me to this point in my career has been my ability to listen to others and the genuine passion I have for making things better for all. I believe always in what I do, otherwise, I simply would not do it. I believe in myself and that I can make a contribution to the organizations I work for. No matter how big or small your role is at any given time, it is important to know that you are making a difference, and the best measure of that is not in how much you produce, per se, but on how positive of an impact you can have on others.

*Tell us more about you?*

Jamie is a: Mama, sister, artist, friend, knowledge manager, thinker, poet, human being, mermaid, and “speck”. As women, we are charged with being many things to many different people. I choose to celebrate that always by identifying the duties that life has given me, acknowledging that my existence is beauty-filled, and understanding that, in the grand scheme of things, my role in this universe can be both big and small and the blessings I receive extremely humbling.

*What impact have you had?*

In my personal and professional lives, I have made a lot of mistakes. There were times when I doubted myself and my abilities, but I have been fortunate to be surrounded by supportive friends, family members and coworkers who seek to mentor me every chance they get. I hope that by participating in this project I can continue the cycle of mentorship and inspire you to reach for that which you want most to achieve.

*What is your advice to other women?*

Women have a very special place in this industry because we can look at technology and innovation through our own kaleidoscope of experiences and perspectives, act upon what we see and think, and have a profound impact on how technology is developed, used, sold, shared and improved upon. My advice to young women considering a career in technology – GO FOR IT! The world is waiting to see what it is you can invent and achieve. Though there is still a gender divide in this industry, do not ever let anyone make you doubt for one second the skills you possess and the unique vision and perspective you can bring to the table as a woman. Find a mentor, honor the women who were pioneers in this field before you, and when you find your footing, reach back to those who are coming up right behind you. The generations to come will one day benefit from your work and there is no limit to the possibilities. In the Hawaiian language, “Imua” means the act of moving forward in a proactive and positive way despite barriers that exist. So, IMUA N\_ WAHINE! – GO FORWARD WOMEN! Persevere and achieve greatness.

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# Aloha from Hawaii' i!



United States Navy  
[www.navy.mil](http://www.navy.mil)

Computer Sciences Corporation  
[www.csc.com](http://www.csc.com)





Anguilla



Antigua



Aruba



Bahamas



Barbados



Belize



Bermuda



Martinique



Virgin Islands



Canada



Cayman Islands



Costa Rica



Cuba



Domenica



Dominican Rep



El Salvador



Greenland



Grenada



Guadeloupe



Guatemala



Haiti



Honduras



Jamaica



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Panama



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St Lucia



St Vincent



Tinidad



Turks & Caicos



United States



Virgin Islands