

Oracle CEO Larry Ellison tops a list of dynamic leaders driving the CRM industry forward

■ Tom Siebel is the reigning king of CRM; the Siebel brand is often considered synonymous with the technology. Larry Ellison, however, is the godfather of CRM. The reason? Many of the industry's leaders, including Tom Siebel, spent time as highly successful Oracle executives before launching their CRM companies. But that's not all they have in common. Whether they passed through the Oracle ranks or not, the one thing executives of CRM suite vendors share is passion: passion for the industry, for excellence, for customers. With few exceptions, these leaders have been involved with CRM since the term was coined.

■ Dedication to the CRM industry often led these veterans to cross paths, learning from each other and always maintaining their focus on customers. Who are these dynamic leaders? We've compiled a list of some of the key people in the industry—where they've been and where they are now, what they've accomplished, and where they plan to take the industry as they move forward.

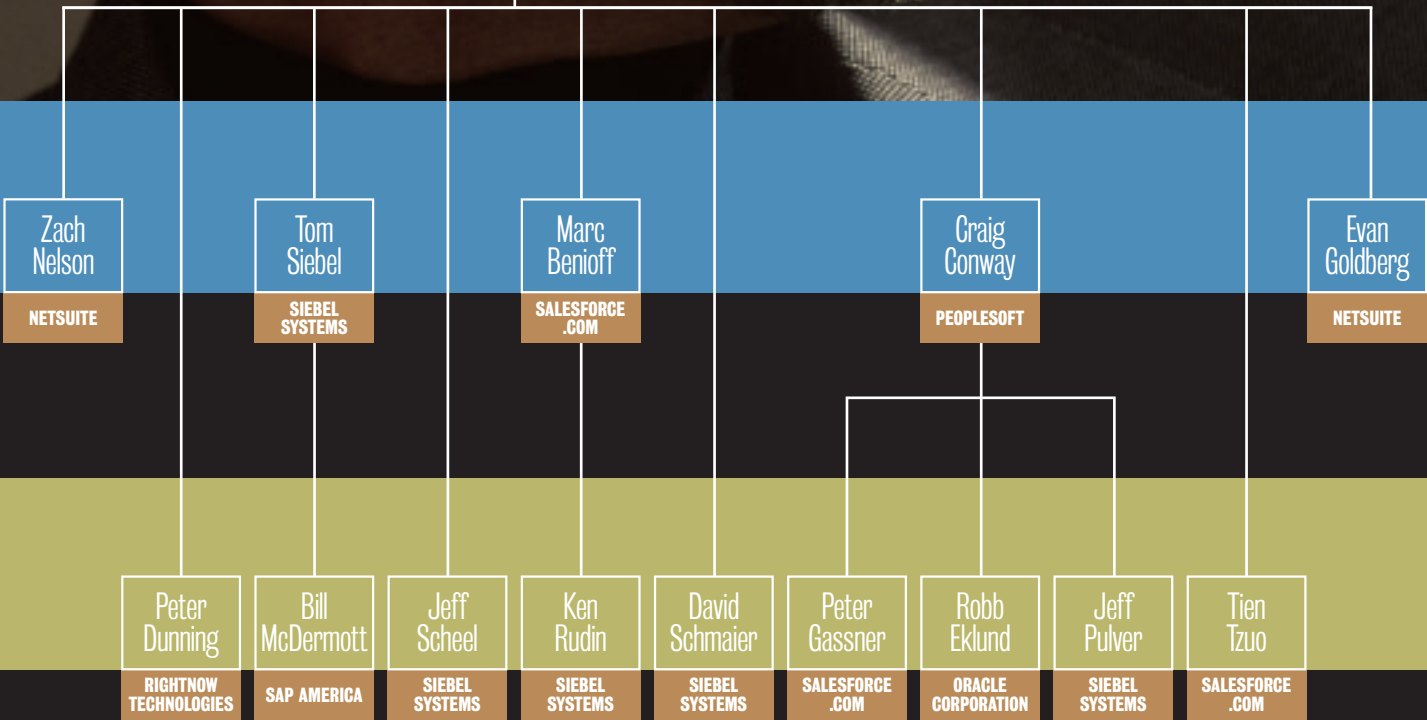
WHO'S WHO in CRM

by Emmy Favilla

Photograph of Larry Ellison by Martin Klimek/Klimek Photo



Larry Ellison
ORACLE CORPORATION



ORACLE CORPORATION



“Our original dream has not changed one bit.”
LARRY ELLISON

Larry Ellison

AGE: 59 CEO

CAREER HISTORY

Oracle's CEO and a director since he cofounded the company in June 1977

MOST SIGNIFICANT ACCOMPLISHMENT AT ORACLE

“The E-Business Suite. The fundamental goal of the E-Business Suite is to have a single database with all your customer data with a single data model, and then build all the applications around that single global database.”

PRIMARY GOAL

“Our original dream has not changed one bit. We're still looking to deliver a 360-degree view of the customers and citizens to the people who buy our software. We're still trying to solve what we think is the worst problem in information processing that is preventing access to the Information Age, and that's customer data fragmentation.”

Ron Wohl

AGE: 43 Executive Vice President, Applications Development

Chief quality officer and assistant general manager of the System Product Division, Oracle; consultant, Boston Consulting Group

“Driving the development of [a] complete, integrated suite of business applications, which was accomplished by merging Oracle's ERP and CRM applications into a unified code base.”

“To continue to prove the value of a truly integrated enterprise, and the benefits customers will achieve from this new definition of CRM.”

John Wookey

AGE: 45 Senior Vice President, Applications Development

Vice president of development, Ross Systems; management positions, Andersen Consulting and Williams & Burrows

“I'm most proud of the development team I've built, and their ability to work with customers, identify their problems, and then translate that information into applications that not only deal with current pain points, but address future needs.”

“To help companies drive revenue—and profitability—by developing applications that bring sales organizations, marketing organizations, partner organizations, and virtual selling mechanisms into the overall enterprise information strategy.”

Don Klaiss

AGE: 51 Senior Vice President, Applications Development

Executive positions at ASK Computer Systems, NCA Corp., and Hewlett-Packard

“Bridging the gap from CRM to ERP: changing the concept of CRM from just a set of front-office applications to an integrated way of being customer-centric throughout your entire enterprise.”

“I'd like to see the service industry change from reactive service to proactive service: Rather than waiting until the customer notices they have a problem, companies should use their integrated information about a customer and their products or services to solve problems before they happen. This would...dramatically increase satisfaction and lower costs.”

Robb Eklund

AGE: 42 Vice President, CRM Product Marketing

Vice president for CRM Product Marketing at PeopleSoft; management positions, McDonnell Douglas Computer Systems Company, Xerox, and Datatel

“Helping Oracle differentiate its CRM products from the competition.”

“Focus the conversation on how CRM applications and business strategies can drive not just customer satisfaction, but also profitability for businesses. When incremental revenue or reduced expense are not an explicit objective, CRM projects are more likely to fail to deliver any ROI.”

PEOPLESOFT



“PeopleSoft will continue to codevelop and codesign our CRM solutions with our customers.”

CRAIG CONWAY

Craig Conway

AGE: 49 President and CEO

CAREER HISTORY

President and CEO, OneTouch Systems; president and CEO, TGV Software; executive vice president, Oracle

MOST SIGNIFICANT ACCOMPLISHMENT AT PEOPLESOFT

“In May 2003 PeopleSoft announced a company-wide initiative aimed to improve the Total Ownership Experience. Since the launch of the initiative, we've built enhancements into our entire CRM product line to increase ease of use, speed up installations and upgrades, and provide real-time performance diagnostics. These benefits have been invaluable to our CRM customers.”

PRIMARY GOAL

“PeopleSoft will continue to codevelop and codesign our CRM solutions with our customers. We are building solutions that address the real business challenges our customers face every day, and are constantly soliciting their input and ideas throughout the development cycle.”

Steve Roop

AGE: 36 Vice President of Marketing, PeopleSoft Enterprise CRM

Product strategy and marketing, Ask Jeeves; consultant, Andersen Consulting

“I have driven product marketing for both supplier relationship management and CRM at PeopleSoft through the high-growth stages of their life cycles.”

“My goal is to help PeopleSoft clients transform themselves from product-centric to customer-centric organizations, so they [can] realize the significant bottom-line benefits of allocating their resources to serving their highest-value customers.”

Barbry McGann

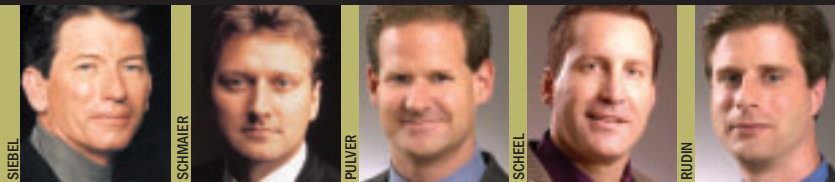
AGE: 37 Vice President of Product Management, CRM

Senior consultant, Accenture; manager in the Technology Information Group (specializing in PeopleSoft implementations), Deloitte & Touche

“I led direction and development [of] the PeopleSoft 8.8 CRM release. This product won five different industry awards and helped PeopleSoft become recognized as a global CRM leader and innovator by customers and analysts alike.”

“My main goal moving forward is to continue designing products with the customer in mind. By working with customers in our User Experience Labs and Product and Industry Advisor Councils, our customers help us codevelop and codesign top-notch products.”

SIEBEL SYSTEMS



“We are laser-focused on providing tremendous value.”

KEN RUDIN

Tom Siebel

AGE: 51
Chairman and CEO

CAREER HISTORY

CEO, Gain Technology; senior management positions, Oracle

MOST SIGNIFICANT ACCOMPLISHMENT AT SIEBEL

“Our most significant achievement at Siebel Systems is that we have 2.2 million users live today at [more than] 4,000 customer companies, experiencing very positive economic returns.”

PRIMARY GOAL

“Our goal at Siebel Systems is to become recognized as a company that has achieved the highest levels of customer satisfaction in the information technology industry.”

David Schmaier

AGE: 40
Executive Vice President

Software product marketing and sales positions, Oracle

“One of our greatest accomplishments at Siebel Systems has been to help transform global leaders like DirecTV, Hewlett-Packard, General Motors, IBM, and Marriott to become more customer focused.”

“[To] make CRM faster, simpler, lower cost, smarter, and more industry-specific for small, medium, and large companies.”

Jeff Pulver

AGE: 37
Vice President, Worldwide Marketing

Executive vice president of marketing, E.piphany; vice president of corporate marketing and vice president of business development, PeopleSoft; sales and marketing positions, IBM

“Showcasing Siebel’s marketing organization as a best-practice ‘customer’ using CRM processes and technology to achieve competitive advantage.”

“My goal is to continue growing Siebel Systems into one of the most recognizable, successful, and admired companies in the world.”

Jeff Scheel

AGE: 41
Vice President and General Manager of CRM Products

Vice president of sales and marketing, Metropolis Software; global OEM sales, Oracle; executive sales and marketing positions with G/O Corp. and SkyTel

“Building the global alliance between Siebel and Accenture from inception into a major force in the CRM business.”

“Driving the next generation of core functionality for sales, service, marketing, and customer order management applications through innovative development, partnering, and acquisitions.”

Ken Rudin

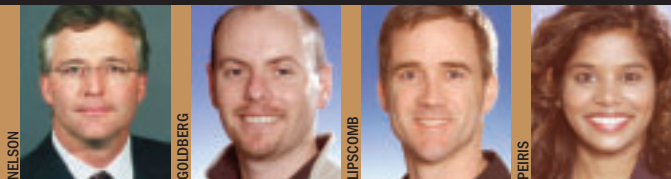
AGE: 38
Vice President and General Manager, Siebel CRM OnDemand

Vice president of products, PowerMarket; senior vice president of products, Salesforce.com; director of Parallel Systems Division, Oracle

“From concept design to product delivery, working with the team to bring Siebel CRM OnDemand to market has been one of the most rewarding professional experiences of my career.”

“We are laser-focused on providing tremendous value to our Siebel CRM OnDemand customers.”

NETSUITE



“[My goal is] to give small and midsize customers the kind of analytical information...that big companies dream of.”

EVAN GOLDBERG

Zach Nelson

AGE: 42
President and CEO

CAREER HISTORY

President and CEO, myCIO.com; chief strategy officer, Network Associates

MOST SIGNIFICANT ACCOMPLISHMENT AT NETSUITE

“Helping the CRM industry to understand that NetSuite can literally take the order within the CRM system.”

PRIMARY GOAL

“To make it as easy for NetSuite customers to sell on their Web site as it is to sell using a salesperson.”

Evan Goldberg

AGE: 37
Founder, Chairman, and Chief Technology Officer

Cofounded mBED Software; vice president, Oracle

“Building a system that gives a true 360-degree view of the customer by integrating back-office and front-office information.”

“To give small and midsize customers the kind of analytical information about their customers’ buying patterns that big companies dream of.”

Dave Lipscomb

AGE: 37
Vice President, Engineering and Operations

Cofounded mBED Software with Evan Goldberg; director, New Media Division, Oracle

“As an ASP, we run an IT department for our customers that they could only dream of having in-house: 99.9 percent uptime, upgrades without pain, security without worry, backups without hassles, and 100 percent data integrity.”

“To continue to allow growing companies to succeed by focusing on their core competence and not running the systems that support their core competence.”

Mini Peiris

AGE: 31
Director of Product Management, CRM, & E-Commerce

Senior product management roles at Interact Commerce Corp. (now Best Software’s CRM division)

“Shaping NetSuite products into the ideal solution for addressing CRM challenges faced by midsize businesses.”

“To continue delivering solutions that help the user be smarter about their business and their customers—knowing who, what, where, when, and how much as it’s happening in real time.”



VAN DUYN

“Our primary goal is to continue building functionality that supports and enhances our customers’ existing processes.”

JON VAN DUYN

BEST SOFTWARE (SALESLOGIX)

Jon van Duyn

AGE: 47

Senior Vice President & General Manager, Mid-Market CRM Business Unit

CAREER HISTORY

Managing director, Sage CRM Solutions; sales, marketing, and general management roles at Hewlett-Packard, Eastman Kodak, and Bausch & Lomb

MOST SIGNIFICANT ACCOMPLISHMENT AT BEST SOFTWARE

“Our most significant accomplishment can be summed up as momentum. Best Software’s CRM business revenues grew 13 percent in 2003. Likewise, our customer satisfaction rankings continue to climb.”

PRIMARY GOAL

“Our primary goal is to continue building functionality that supports and enhances our customers’ existing processes, while enabling new ones that focus further on the unique needs of their vertical industries.”



DAS

“Only about 20 percent of the SMB market has adopted CRM. In the next 10 years I would like to see this grow to 80 percent.”

MANU DAS

SOFFRONT SOFTWARE

Manu Das

AGE: 48

President and Founder

CAREER HISTORY

Senior manager, Olivetti Advanced Technology Center; research and development positions, National Semiconductor

MOST SIGNIFICANT ACCOMPLISHMENT AT SOFFRONT

“While other vendors catered to larger businesses...we focused on educating SMBs that CRM was appropriate for companies of all sizes.”

PRIMARY GOAL

“I believe all businesses must be customer-focused, and CRM should be the focal point of their business. Currently only about 20 percent of the SMB market has adopted CRM. In the next 10 years I would like to see this grow to 80 percent.”



MCCLOSKEY

“[My goal is to continue] offering customers value.”

MICHAEL MCCLOSKEY

FRONTRANGE SOLUTIONS

Michael McCloskey

AGE: 46

CEO

CAREER HISTORY

CEO and chairman, Kana Communications; president and director, Genesys Telecom; CFO and vice president of operations, Network Appliance

MOST SIGNIFICANT ACCOMPLISHMENT AT FRONTRANGE

“The most important accomplishment to date would have to be recruiting the right team, creating a winner mentality, and creating a leadership market strategy.”

PRIMARY GOAL

“[My goal is to continue] offering customers value by providing enterprise-class functionality at the lowest total cost of ownership in the industry and the fastest time to benefit.”



KLAUS

“Epicor understands, as our customers do, the importance of sustaining customer loyalty to remain competitive.”

GEORGE KLAUS

EPICOR SOFTWARE CORPORATION

George Klaus

AGE: 63

President, CEO, and Chairman

CAREER HISTORY

President and CEO, Frame Technology; COO, Cadence Design Systems; president and COO, Valid Logic Systems

MOST SIGNIFICANT ACCOMPLISHMENT AT EPICOR

“Through the diligence, dedication, and innovation of everyone on the Epicor team we have realized substantial growth in our core business, exceeding expectations in spite of a challenging economy.”

PRIMARY GOAL

“Epicor understands, as our customers do, the importance of sustaining customer loyalty to remain competitive. This year Epicor will continue to enhance its CRM functionality.”

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Who are the most influential people in the CRM industry?

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**THE
2004
CRM
LEADER
AWARDS**

ONYX SOFTWARE



“I will continue to focus on identifying and capitalizing on next-generation technologies to solve today's real-world problems.”

MARY REEDER

Mark Mader

AGE: 33 Senior Vice President of Global Services

CAREER HISTORY

Senior research analyst, Greenwich Associates

MOST SIGNIFICANT ACCOMPLISHMENT AT ONYX

“I am proud of building and leading a tremendously successful professional services organization at Onyx that has helped deliver CRM success to clients all over the world, [with] more than 60 percent of the initial Onyx implementations completed at or under budget.”

PRIMARY GOAL

“My goal is to continually bring to market solutions and tools that further enable companies to increase the pervasiveness of customer, partner, and employee interaction solutions, while also reducing the associated risk and total cost required for success.”

Mary Reeder

AGE: 45 Senior Vice President and Chief Technology Officer

Development manager, Internet Systems Business Unit, Microsoft

“My most significant accomplishments at Onyx are twofold: 1) Evangelizing and overseeing the delivery of next-generation technologies that have included thin-client architectures, Onyx as a CRM platform, and Web services. 2) Championing a culture of product quality throughout Onyx, the results of which are seen in Onyx's industry-leading marks for product innovation and customer satisfaction.”

“Looking ahead, I will continue to focus on identifying and capitalizing on next-generation technologies to solve today's real-world business problems and help bring unique value to our customers and partners.”

Ben Kiker

AGE: 38 Senior Vice President and Chief Marketing Officer

Vice president of corporate marketing, Clarify Inc.; director of field marketing, Vantive Corp.

“Launching and growing Onyx Embedded CRM, a business and product strategy that enables Onyx partners to incorporate pieces of our technology into solutions they target to specific vertical markets.”

“My goal is to continue promoting the real-world success Onyx customers are experiencing to show other organizations what's possible with CRM.”

SALESFORCE.COM



“It's all about customer success... We are obsessed with delighting our customers.”

JIM STEELE

Marc Benioff

AGE: 39 Chairman & CEO

CAREER HISTORY

Senior vice president, Oracle; founder, Liberty Software; programmer, Apple Computer

MOST SIGNIFICANT ACCOMPLISHMENT AT SALESFORCE.COM

“Helping companies of all sizes understand that they no longer need to invest IT resources and budget on large, risky software implementations to be successful.”

PRIMARY GOAL

“To provide our customers with innovative on-demand solutions that drive their success.”

Jim Steele

AGE: 48 President, Worldwide Operations

Executive vice president of worldwide sales, Ariba Corp.; vice president of the North America Western Region, vice president of systems sales in Tokyo, and general manager of telecommunications in Asia Pacific, IBM

“Building a world-class sales team that has nearly doubled our customer base from 5,000 companies to 9,000 customers and 130,000 subscribers in just a year.”

“It's all about customer success... We are obsessed with delighting our customers.”

Peter Gassner

AGE: 38 Senior Vice President and General Manager, sforce Division

Vice president and general manager of PeopleTools for PeopleSoft; database development and research, Almaden Research Center

“The design and implementation of sforce 2.0 includes...innovations [that] are going to have major impacts for Salesforce.com over the next five years, so this is probably my biggest accomplishment to date.”

“I'm looking forward to delivering similar groundbreaking technology in different areas.”

Tien Tzuo

AGE: 36 Senior Vice President of Marketing

Marketing and sales positions, CrossWorlds Software; sales and professional services roles, Oracle

“At Salesforce.com we've changed how people view CRM, creating a product that everyone can use to manage successful customer relationships, from the smallest businesses to the most complex Fortune 500 companies.”

“To allow our customers to use the power of the Internet to create rich, meaningful interactions with their customers.”

Bruce Culbert

AGE: 44 Senior Vice President & General Manager, Global Services

Senior vice president and CRM global solutions leader, BearingPoint; founded Interactive Media at IBM; director and vice president of e-business Services, IBM

“Since I recently joined Salesforce.com, my most significant accomplishments here are in my future. Joining this great company at this critical time in our global expansion is just the challenge I was looking for.”

“The primary goal for the future is to continue to make CRM easy to use and cost-effective, while delivering tangible and sustainable business results for our customers.”

PIVOTAL CORPORATION



MANNING

“ [My goal is] to become a great CEO as measured by value created for both our customers and employees. ”

BO MANNING

Bo Manning

AGE: 45 | President and CEO

CAREER HISTORY

CEO, Roundarch; global CRM practice leader, Deloitte Consulting

MOST SIGNIFICANT ACCOMPLISHMENT AT PIVOTAL

“Positioning Pivotal to firmly establish a leadership position in midenterprise CRM, despite all the turbulence in the CRM market and the economy over the past few years.”

PRIMARY GOAL

“To become a great CEO as measured by value created for both our customers and employees, [and for Pivotal] to become recognized as the company that can help midsize enterprises create sustainable differentiation through the implementation of CRM strategies and technologies.”

MAXIMIZER SOFTWARE



CALLAGHAN

“ [I want] to enable even more customers to achieve their revenue, market share, and customer satisfaction objectives. ”

PETER CALLAGHAN

Peter Callaghan

AGE: 42 | Vice President of Sales and Marketing

CAREER HISTORY

Senior vice president, Industry Solutions Division, Pivotal; senior sales management positions, Computer Associates and Cognos

MOST SIGNIFICANT ACCOMPLISHMENT AT MAXIMIZER

“Growing our customer base over the 6,000 company mark.”

PRIMARY GOAL

“To enable even more customers to achieve their revenue, market share, and customer satisfaction objectives through the implementation of sophisticated CRM business processes.”

AMDOCS CLARIFYCRM



BORN

“ ‘The Customer Is the Bottom Line.’ This means helping our customers build stronger and more profitable relationships with their customers. ”

CHARLES BORN

Charles Born

Vice President, Global Marketing

CAREER HISTORY

Marketing and systems integration management titles with Compaq and Nortel

MOST SIGNIFICANT ACCOMPLISHMENT AT AMDOCS

“With the ups and downs of the CRM industry in recent years, I’m proud to be recognized as a champion for the important role that vendors must play in successful CRM implementations. Our view has been and remains that CRM is not just a product; it’s an overall solution to a business problem.”

PRIMARY GOAL

“To continue to deliver on our company tag line: ‘The Customer Is the Bottom Line.’ This means helping our customers build stronger and more-profitable relationships with their customers.”

SAP AMERICA



MCDERMOTT



DENCKER-RASMUSSEN

“ [My goals are] increasing our customers’ competitive capability, and strengthening their ability to maintain a complete and single view of their customers. ”

DARC DENCKER-RASMUSSEN

Bill McDermott

AGE: 42 | CEO and President

CAREER HISTORY

Executive vice president, worldwide sales operations, Siebel Systems; president, Gartner; corporate officer and division president, Xerox

MOST SIGNIFICANT ACCOMPLISHMENT AT SAP

“We successfully restructured our America’s sales force to be more attentive to our customers’ needs by shifting from product groups to regional territories to provide better customer interaction. I’m proud of how we’ve truly become customer-focused and market-connected.”

PRIMARY GOAL

“Growth is our number one goal and we’ll be successful at this because of our commitment to innovation, strong customer service, and the strength of our industry solutions. We are laser-focused on helping our customers grow their business, and CRM is a critical driver.”

Darc Dencker-Rasmussen

AGE: 43 | Vice President, Global CRM Initiative

Vice president and managing director, Eltrax Systems; vice president and managing director, Lodgix Inc.

“Having satisfied customers is our greatest accomplishment.”

“Innovating solutions that address [vertical industry business processes], reducing the cost of doing business, increasing our customers’ competitive capability, and strengthening their ability to manage a complete and single view of their customers.”

The SPECIALISTS

CRM SUITE VENDOR EXECUTIVES AREN'T THE ONLY ONES PASSIONATE ABOUT CUSTOMERS. HERE ARE A FEW OF THE LEADING POINT-SOLUTION AND NICHE VENDOR EXECUTIVES FOCUSED ON CUSTOMER SUCCESS.



SAS INSTITUTE

Jim Goodnight, Ph.D.

AGE: 61
CEO, Chairman, Cofounder, and President

CAREER HISTORY

CEO since the company's incorporation in 1976

MOST SIGNIFICANT ACCOMPLISHMENT

"I'm proud to have created a company that minimizes workers' daily concerns and enables them to focus their energy on helping our customers. SAS is proof that if you look after your employees they will look after your business."

PRIMARY GOAL

"We plan to maintain our position as the number one analytical CRM vendor as we help organizations deploy analytical intelligence into their operational customer-facing systems. We'll continue to make our customer intelligence solutions more accessible to business users who are not trained statisticians."

SALESNET

Mike Doyle

AGE: 45
Chairman and CEO

Cofounder, Standish Care Company

"I'm particularly proud of the all-star team we've recruited that continues to push the boundaries of what people can expect from Net-native software."

"To drive the fastest return on investment in the CRM industry."

Jonathan Tang

AGE: 34
Cofounder and President

Multimedia producer, Adams Media

"My biggest impact was the original idea: to build software that would actually help salespeople, not just their managers."

"We will continue to focus on empowering salespeople to sell more effectively [and] to help companies groom better, more successful salespeople."

RIGHTNOW TECHNOLOGIES

Greg Gianforte

AGE: 42
CEO, Chairman, and Founder

Founder, Brightwork Development

"The scope of our on-demand CRM deployments: During 2003 RightNow served more than 200 million customers online on behalf of our hosted clients. I am also very proud of the associated value we drive for our clients related to reduced cost of operations and improved quality of customer service."

"Our customers are leading us on an exciting journey. The most exciting part is that when multichannel service is done well...the result is higher service quality with reduced costs, plus increased revenue. Our primary goal going forward is to continue to drive increased value for our customers."

Peter Dunning

AGE: 52
Executive Vice President for Worldwide Field Operations

Executive vice president and general manager, S1 Corp.; senior vice president, worldwide applications and vertical markets, Oracle; executive vice president of global accounts, SAP

"Doubled the size of the field organization worldwide, restructured our sales engineering organization, and hired Michael Russo, a 20-year industry veteran and former SAP vice president, as vice president of sales engineering."

"To continue to build world-class sales and consulting organizations that can effectively educate and evangelize the customer service best practices we developed based on 2,000-plus customer engagements. Ultimately, we want to help companies drive down operational costs and increase the quality of service they provide."

GENESYS TELECOMMUNICATIONS LABORATORIES

Laurent Philonenko

AGE: 45
President and CEO

Senior vice president, Alcatel's Network Applications division; sales representative and sales executive positions, Digita

"I've been fortunate to lead product direction, as well as manage overall operations for the company."

"Looking to the future, I see continued success for Genesys. We will expand and deepen our partnerships with the leading CRM providers, system integrators, and VARs. Building on these already strong relationships will help us in our quest to make high-quality customer service a priority for every C-level executive."

KANISA

Mark Angel

AGE: 45
Founder and Chief Technology Officer

Founder and CEO, Papyrus Technology

"Helping to adapt knowledge management technologies into a service-centric application suite underlying 1 billion-plus customer interactions in 2003."

"To make improving the service-delivery process into a science driven by analytics, machine learning, and increasingly capable KM technology."

Bruce Armstrong

AGE: 42
President and CEO

Executive vice president of sales and marketing, Broadbase Software; vice president and general manager, server products group, Sybase; vice president and general manager, enterprise solutions division, and president, Teradata

"The growth in our customer base from three customers when I arrived in November 2002 to 52 customers today."

"To solidify our position in the market as the leader in service resolution management."

ePEOPLE

Anthony Lye

AGE: 38
President and CEO

Vice president of marketing, Categori Software; senior director of strategic accounts, Remedy; senior marketing positions, IBM

"Remaining employed after every board meeting for five years through the roughest market that high-tech has ever seen."

"Managing business email—the greatest asset and liability a company has but can't see. Putting controls and tools inside email to enhance a company's relationships with its customers, suppliers, and partners."