



**Workshop and Networking Event
Women in Technology (WIT) Women Business Owner (WBO)
Special Interest Group (SIG)**

**Book Talk:
*Blue Ocean Strategy – How to Eliminate the Competition***

Date: Thursday, December 1, 2016

Time: 5:30 - 8:00 p.m.

Catch the wave and join us for our December networking event and discussion of *Blue Ocean Strategy*, a best-selling business book by [W. Chan Kim and Renée Mauborgne](#). Creating “blue oceans” involves identifying untapped new market spaces ripe for growth. During this interactive and dynamic workshop, relevant to businesses at ALL stages of growth, you will be guided through the world of *Blue Ocean Strategy* and the systematic approach to making the competition irrelevant.

You do not have to read *Blue Ocean Strategy* to benefit from the session. Your session guides will walk you through the concepts and strategies outlined in *the book* and share examples from their own businesses. Hear success stories such as how one person applied the learnings from *Blue Ocean Strategy* to grow their business revenue to \$20 million per year. Each attendee will leave the session with a new or revised strategy for growing their own business.

Ms. Robin McDougal, CEO e-Glam, Inc., Ms. Jane Maliszewski, Chief Energy Officer, VAULT Associates, and Mr. Rajesh Kachroo, Vulcan Technologies will collectively lead the presentation and working session and will share how blue oceans were instrumental in their business adventures. Dr. Arti Patel Varanasi, President & CEO, Advancing Synergy, LLC, will lead the Participant Sharing and Learning portion of the program. For more information, please visit: <https://www.blueoceanstrategy.com/book/>.

The session includes a light meal, networking, featured presentation, and working session. The session is designed to be interactive and educational with take-away action items for next steps. This session will follow the agenda outline below:

- 5:30-5:50pm Registration & Networking
- 5:50-6:00pm Welcome & Introductions
- 6:00-6:20pm Participant Sharing & Learning
- 6:20-7:45pm Planning/Working Session/Q & A
- 7:45-8:00pm Networking

Please visit www.womenintechnology.org to register (look for the upcoming events section). Registration cost:

- WIT Member: \$25
- Non-Member: \$35
- At the door: \$45

Your Blue Ocean Strategy Guides

Robin McDougal, CEO e-GLAM, Inc. Vice Chair, Women Business Owners SIG



Robin McDougal is the 2014-15 Vice Chair of Women Business Owner SIG and CEO of a technology accessories company, e-GLAM, Inc. After starting a business with pocket change and a dream, she has learned first-hand that there is a difference between running a small business and steering a thriving enterprise. Robin's business acumen has been honed over the years as a marketing executive for an international airline (TWA), Marriott Corporation, and high-end executive furniture manufacturers. She was charged with developing and marketing new products for targeted audiences. She has specialized in data analysis, market intelligence, and impact strategy to bring products to market. Robin received her B.S degree in Education from Springfield College in Massachusetts, and attended George Mason University where she received a M.Ed. in Curriculum Design. In addition, she continued to study at George Mason University in the Executive MBA program in Global Business.

When she is not growing her business, she indulges her passion for philanthropy. A few years ago, she founded a not-for-profit, The Pearl Project Institute for Innovation in STEM Literacy. The Pearl Project Institute is a STEM advocacy organization designed to remove barriers to STEM literacy for youth, especially girls. As an entrepreneur, educator, and STEM Advocate, she combines her business acumen, education certifications in curriculum design, experience in product design to increase STEM Literacy in the neediest communities. Initial funding for the Pearl Project has been provided by the National Girls Collaborative, the e-GLAM Corporation, Educators 2.0, Inc., Magic Johnson Foundation, ImmediaMobile, Suburban Entertainment, Inc. and the Women In Technology Education Foundation. Curricular support is provided by National Geographic's JASON Project.

Jane Maliszewski Chief Energy Officer, VAULT Associates Leadership Coaching and Consulting

*Transforming Leaders...
Who Change Our World*



Jane Maliszewski is the owner of **VAULT Associates**, a Leadership and Team Development company providing Executive and Leadership Coaching and Team Development consulting for the individual, team, and organization level. VAULT focuses on working with technology leaders and teams to develop 'soft skills' that are as powerful as their 'hard skills.'
Prior to founding VAULT, Jane served in the U.S. Army in the technology field, culminating in promotion to Colonel and a position as the CIO for the Army's Training and Doctrine Command. Throughout her career, she has been actively engaged with leader development, team effectiveness, and organization transformation. Jane's passion is



helping leaders and teams develop beliefs and behaviors that support them in reaching new heights of performance and fulfillment.

She has Masters degrees in Business Administration and National Strategy, Bachelor in History, and is an ICF-certified Leadership Coach (ACC). She has advanced certifications in Neuroscience, Coaching and Transformation; Organization Development; Knowledge Management; and federal Chief Information Officer. Jane has served in various leadership roles in Women in Technology and is a member of the Steering Committee for the George Mason University Coaching Community. She is a volunteer coach/mentor with *Leadership Arlington*, *WIT Mentor-Protégé* program, *Stand Beside Them, Inc.* veteran coaching, and *Semper Fi Odyssey* a unique life success program for transitioning veterans.

Rajesh Kachroo
President, Vulcan Technology Services



Rajesh is an entrepreneurial leader and a technologist. He is currently President at Vulcan Technology Services. Vulcan Technologies is a start-up providing marketing technology consulting and services aimed at increasing the revenues, lowering operational costs, and bettering user experience for small and medium businesses. He also is a technology advisor to ICON, a non-profit international network of higher education universities.

He has served as a SVP & a Global Head in ValueLabs, a global digital product engineering services company, leading their Media, Entertainment and Education practice. Prior to ValueLabs, he was a Senior Director in the Media and Entertainment Vertical at HCL, a Tier 1 technology services company. Rajesh has built and managed over \$100M portfolios, achieved high ROIs for his clients, and drove digital transformation in Fortune 500 organizations.

His passion is business strategy, turnarounds, and business transformation through digital technologies. He is a firm believer in the connected world and the benefits that businesses can drive by knowing their customers better. Academically, he is an engineer and holds an MBA. He has kept himself updated by pursuing certification courses on Strategic Management from Harvard Business School and Big Data/Analytics from MIT. In his spare time, he gardens, volunteers with Boy Scouts of America and Fairfax School Career Division, and practices astrology.



Your Sharing and Learning Guide

**Dr. Arti Patel Varanasi, President & CEO, Advancing Synergy, LLC
Chair, Women Business Owners SIG**



As President and CEO of Advancing Synergy, LLC, Dr. Arti Patel Varanasi is passionate about developing innovations that empower all individuals to lead healthier and longer lives. She has over 25 years combined experience in cancer research, advocacy, capacity building, health care, public health and project management. Dr. Varanasi's ultimate goal is to work across sectors to "advance synergy" and develop tools and technologies that help to build sustainable health capacity in resource limited settings. She is empowered to take inventions and discoveries out of the laboratory and into the hands of the people. Advancing Synergy is creating solutions that mobilize technology and human capital to coordinate care across the cancer continuum from prevention through survivorship. Dr. Varanasi is determined to ensure that all individuals faced with a family history or diagnoses of cancer receive the right information at the right time to optimize treatment and improve overall health outcomes. In collaboration with the Prevention and Research Center at Mercy Medical Center in Baltimore, Advancing Synergy is providing low-income women going through breast cancer treatment in Maryland with needed information and support through a web-based application and virtual outreach program. This collaboration represents Advancing Synergy's commitment to working closely with research institutions, health care providers, the community and relevant stakeholders to develop solutions that are timely, evidence-based and effective.

Dr. Varanasi received her PhD from the University of North Carolina at Chapel Hill and MPH from the Johns Hopkins University. She is a graduate of the National Science Foundation funded ACTiVATE® program for women technology entrepreneurs. Dr. Varanasi has a long-standing track record of advocacy, mentoring and empowerment. She has been an advocate and role model for improving the training of scientists-in-training since graduate school. Her wide and varied experience includes founding three different advocacy organizations that have grown into sustainable entities.



Venue and Directions

The event will be held at CohnReznick's Tysons office located at [8000 Towers Crescent Drive, Suite 1000, Tysons, VA 22182](#). See below for directions and parking information.

DIRECTIONS

Metro

The Tysons Corner Station is located on the SILVER Line. The station is about a 10-minute walk via Tysons Corner Center to/from the office.

Driving

From I-495, the Capital Beltway, head west on Route 7/Leesburg Pike. Turn right onto Towers Crescent Drive. Stay in the left lane and make the next left turn in front of 8000 Towers Crescent Drive. Pass the building and make the very next right turn (just a few feet). You will be directly in front of the entrance to the garage. Take a ticket, which will be validated at the event.

PARKING

You may park in the Towers Crescent Parking Garage (see directions above) and CohnReznick will validate your parking. There is also free first-come; first-serve 2 hour parking located directly along the back of the building. Please note that the time limit is enforced.



Sponsors

Programs are made possible through the generosity of professional women who donate their time, energy and passion and corporate sponsorships, such as CohnReznick.

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e-GLAM, Inc. is a mobile technology accessories company which designs and manufactures luxury computing carry cases for the world's tech savvy professional pursuing their interests and passions for living life well. For more than 10 years, e-GLAM has provided premier customer service and the highest quality products to wholesale and retail customers. www.e-glam.com



Advancing Synergy is a health technology and services company passionate about empowering individuals and impacting communities to achieve optimal health outcomes through innovative solutions. www.advancingsynergy.com



**Leaders & Teams
Coaching & Consulting**
*Transforming Leaders...
Who Change our World*

VAULT Associates is a leader and team development company providing Executive and Leader Coaching and Organization Development consulting. We specialize in working with organizations that are driven to have a positive impact on our world, especially leaders and teams from technology, engineering, and other hard skills areas. Using the latest research in neuroscience we help you build your 'soft skills' to be as strong as your 'hard skills' creating an *operational multiplier* for your business.

- ❖ Coaching for Executives and Leaders
- ❖ Leadership Team Development
- ❖ Leading and Managing Change
- ❖ Strengthening Team Performance
- ❖ Developing Effective Organizations



Vulcan technology Services is a professional and qualified team of engineers providing technology solutions and services. Our focus for our clients is to maximize their revenue, enhancing user experience and optimize the operating costs. Our mission is to provide the 'best-of-breed' solutions and services to our customers at the most optimum price. While working with us, our customers benefit from our experience of fine-tuning marketing programs and technology initiatives, making them more business goal oriented. Whether it is in the back-office or market facing products or even support needs, our focus in the engagement drives business alignment. We define ourselves by how much quantitative value we bring to the business.

Vulcan Technology Services is a 100% minority women owned organization committed to diversity in workforce & partners and aimed at translating maximum benefits to its customers. Please write to preeti@vulcantech.us for further details or call at 571.269.1833.



About The Women Business Owners

The Women Business Owners Special Interest Group (WBO SIG) offers owners of technology-related companies (*see list below) a confidential environment for networking, learning, and discussing business trends, ideas and solutions, specifically related to growing their businesses. Our programs are designed to appeal to WBO's whose businesses are at different stages of development (thinking about it, launched it, flying high, reinventing it).

** Examples of technology-related companies include but are not limited to the following: information technology, peripherals, software, hardware, trainers, programmers, consultants, talent acquisition services, authors, engineers, intellectual property attorneys and experts, project managers, health technology, devices, diagnostics, manufacturing, Six Sigma, business advisors, recruiting, counseling and coaching.*

About Women In Technology

Women in Technology (WIT) is a not-for-profit organization with the mission of advancing women in technology - from the classroom to the boardroom - by providing advocacy, leadership development, networking, mentoring and technology education. With nearly 1000 members in the Washington, D.C.-area, WIT strives to meet its vision of being the premier organization empowering women to be architects of change in the technology industry.

Our Mission: Advance women in technology from the classroom to the boardroom by providing advocacy, leadership development, networking, mentoring and technology education. Women in Technology (WIT) is the premier organization empowering women to be architects of change in the technology industry.

Program Contacts

To host or underwrite a WBO Program, please contact:

Chair:

Arti Patel Varanasi
avaranasi@advancingsynergy.com

Vice Chair:

Robin McDougal
rmcdougal@e-glam.biz

WIT Office:

staff@womenintechnology.org
703-766-1153