



Wendy Reed

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InfoMentis is an Alpharetta, GA-based consulting firm that helps businesses adopt best practices for managing relationships through the entire customer life cycle. Its course offerings are tailored specifically to meet client needs in complex sales and service environments. With revenues of \$6.7 million, InfoMentis achieved a dynamic 105 percent growth rate in 2000. InfoMentis serves clients throughout the U.S., Europe, Australia and New Zealand including Oracle, Siebel Systems, PeopleSoft and Arthur Andersen.

In your position, what do you do?

I develop strategies and plans to oversee our company's expansion to a target revenue of \$50 million.

Why did you start your business?

I thought it would be exciting to have a chance to prove that my ideas would work. With the explosion of technology companies entering the marketplace, I realized there was a shortage of experts who could help these companies sell, market and manage the expectations of their customers. We began designing course material that would help companies attract and win repeat business—by looking at customer

relationships through the "eye of the buyer."

Anything your industry should know about marketing to women?

In the technology industry, winners have emerged based on their capabilities and proven value. We

believe it's important to ignore gender when selling, and show respect for an individual's accomplishments—whether the person is male or female.

How have women impacted the culture of your workplace?

While we expect a great deal from our people, we also recognize the "whole person's needs" and work to achieve balance between hard work and the demands of our associates' family and personal lives. ■

For more information, contact www.infomentis.com.

