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**May 6, 2014**

**Dear Suzanne F. ,**

*See the 2014 ConnEX for updates on GPSEG activities.*

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**May 29 Innovation Leadership Forum: Electronic Ink CEO Harold Hambrose to Design a New Networking Mindset**

When Electronic Ink CEO Harold Hambrose discusses his company's mission - to help organizations solve challenges by improving the way they interact with technology, systems and people - his mindset and perspective probably sound familiar to GPSEG members.



One of the central tenets to his unique Philadelphia-based design consultancy, he said in a recent interview, is empathy.

"When we think about collaboration, communication and building networks, one thing that never comes onto our radar - or quickly drops off the table - is empathy," Hambrose said.

Hambrose, who in addition to his duties at Electronic Ink is a prolific author and presenter, will discuss the innovative approach that fuels his business - and the value it brings to its clients - at our upcoming Innovation Leadership Forum event, scheduled for Thursday, May 29 at Temple University's Alter Hall. [Click here to register!](#)

Attendees will find a clear synergy between Hambrose's leadership



**Temple Declares GPSEG Day at BYOB**



at Electronic Ink and the selflessness embodied by GPSEG members participating in the Innovation Leadership Forum. Focusing on the "human truth" of business operations, Electronic Ink's designers - whom Hambrose says can be psychologists, architects, graphic designers, writers and more - create systems, software and experiences that "balance business objectives with human contexts." Clients include Comcast, BP, Penske, IBM, Microsoft, Merck, Novartis, Albert Einstein Healthcare Network, McDonald's, SEPTA, Citibank, Drexel University, Temple University and dozens of others spanning the healthcare, financial, media and government sectors.

At the heart of the process is a unique research approach that seeks to identify and diagnose challenges from the perspectives of the people dealing with them. "Design is about problem definition," Hambrose said, "as much or perhaps more than it is about creating anything specific."

At May 29's Innovation Leadership Forum event, Hambrose will apply his expertise to the notion of networking - and specifically, the idea of networking as an exercise in serving others before ourselves. As part of the program, Hambrose will lead participants through interactive exercises intended to help us re-think the purpose and goals of networking - "how go out into marketplace and make connections while also considering other's needs," as he described it.

The program is the latest in GPSEG's productive alliance with Temple University's Innovation & Entrepreneurship Institute. [Register now before tickets sell out.](#)

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## Leadership Insights

### Fast Charging Social Entrepreneur

By Suzanne F. Kaplan



*In 2008, Joanne Lang, CEO and founder of AboutOne, found herself in the back of an ambulance with her critically ill son, panicked and without access to his current medical records. A British-born SAP executive specializing in cloud computing for more efficient business operations, she realized that the same technology could work for families like hers. Since founding AboutOne 3½ years ago, Lang's technology innovation has been recognized in the Wall Street Journal, Huffington Post, Philadelphia Magazine, and on lists such as Forbes Top 10 Women Entrepreneurs to Watch, Dell Founders Club Entrepreneur, and Microsoft One Company. She is currently a finalist as a technology innovator start-up for SmartCEO Voltage Awards, with the winner being announced later this month.*

## **From Frightening Experience to New Technology**

From that frightening ambulance experience, Joanne Lang recognized that while she had Facebook for friends and LinkedIn for business, there was nothing in the middle to manage her home life. Based on her experiences as the mother of four children, she designed AboutOne, a patent pending technology that merges the power of cloud-based business tools with the fun, user-friendly features of social media apps.

The online organizer not only replaces the file cabinets, notebooks, and various tools that families use to store household information, but also saves time by automatically using family members' existing contacts and calendar apps to organize information so it's available whenever needed. Users, especially military families, caregivers for chronically ill family members or elderly parents, and grandparents, use the system for personal health records, contacts, home inventories, school records, photos and memories.

## **Social Entrepreneur Personified**

Although Lang's business idea sprang from her not wanting any other parent to go through what she went through, she also knew she had to be financially successful to make her idea an ongoing reality.

She is the personification of a "social entrepreneur."

Looking at the impact that a business can have on society, *The Economist* defines a social entrepreneur as having more than the sole goal of making a profit--they try to meet a need "in an innovative, profitable, and socially responsible way."

Her technology is innovative. She raised over \$4 million in venture capital from normally risk-averse Philadelphia area investors, and 2014 revenue is expected to be in the seven digits range. She provides flexible hours for her 10 employees, mentors in Tech Girls to encourage girls to enter technology, and has instituted a "Comeback Mom" initiative for mothers to re-enter the workforce after taking time off for child-rearing.

## **Advice for Start-Ups: Aim Higher**

Lang has two pieces of advice for entrepreneurial spirits considering a new venture. First, aim even higher than you think possible. She feels one of the biggest failures in life is to not aim high enough.

Second, team up with people who balance your strengths and are opposite in skills and approaches. As long as they believe in the same mission, a diverse team thinks through a variety of potentially bad scenarios and finds a wider array of opportunities. Significantly, they also provide support during the emotional ups and downs the entrepreneur will invariably encounter.

*In Leadership Insights, Suzanne F. Kaplan, President of Talent Balance and GPSEG colleague, interviews and writes about outstanding leaders to share their stories and experiences. Although we've all probably read some of the thousands of publications on leadership, it's the personal insights that Suzanne will be capturing for our benefit.*

*We welcome your comments and suggestions of other CEOs and leaders, including those not well known to GPSEG, whom you would like to see featured in future columns.*

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## Members in the News

**James Chan** was commissioned to write an article for Specialty Fabrics Review on "Global Expansion."

Delaware Valley HR Person of the Year Awards will honor **Dorothy Stubblebine** with the Lifetime Achievement Award on May 15th.

**Pamela Tudor** moderated a panel of executive women for the GVFHRA entitled "Scaling the Walls of the Executive Suite", on May 5th, from 8:30-11, at the Crowne Plaza in King of Prussia.

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Would you like more information on any of the articles above?  
Please contact GPSEG Headquarters.

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GPSEG is an association of senior-level executives throughout Greater Philadelphia and the states of New Jersey and Delaware, providing professional and leadership education and business networking. GPSEG is committed to the exchange of business contacts and ideas to foster business.