Software Technologies Distinguished Lecture Series 2013
Florida Gulf Coast University
Academic 7 – Auditorium 114
April 11, 2013, 6:30-7:30pm

On Our Own:
Software Related Businesses in Southwest Florida

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Abstract. The Southwest Florida region isn't known for its software companies, but you'd be surprised to know how many there are. What's more, there are well-established companies in other industries such as retail and health care that need sophisticated software development. We'll explore who they are, why they're here and how they hire.

Speaker's Bio. Gruss is the editor for the Lee and Collier region of the Business Observer. He joined the paper in 2005 to open the Fort Myers and Naples offices. Before joining the Business Observer, he was managing editor of Kiplinger's Retirement Report, a part of the Kiplinger personal-finance and business-forecasting publications in Washington, D.C. From 1994 to 1999, he was a business writer for The Tampa Tribune, where he covered commercial real estate and economic development. He started his career in 1991 covering police and courts for the Panama City News-Herald and rose to the position of business editor.