

**Software Technologies Distinguished Lecture Series 2012**

**Florida Gulf Coast University**

**Academic 7 – Auditorium 114**

**April 5, 2012, 6:30-7:30pm**

**Software Development: The Business, the Developers and the Users.**

**Balancing them as the key to changing the World**

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*Abstract.* “Time to make the doughnuts.” Many of you may remember Fred the Baker’s famous catchphrase in the Dunkin Donuts 1980s ad campaigns and can relate to his plight to get up to go to work every morning because of a pure sense of responsibility. Computers systems like we have today are vastly more advanced than back then. And, at some point, for many this sense of responsibility has changed to dread and despair at the thought of going to work. Their jobs primarily in front of their computer fighting with the systems to get their daily work completed. There are many that say we may even be less productive with these systems than we once were. In some cases they may be right. Computer systems were all about the business, for the business and only to get the task done. They were there to serve the business. Then it became about the developers. What they could make the systems do, how fast the systems could do it. While driven by Business needs, IT wielded the power and the systems were there to do their bidding. But that is all changing. After all these years it is now changing quicker and quicker and we are in the midst of a major technology transformation where computer systems are there for the people that use them as a tool to more efficiently allow them to do their job in the way they are most comfortable and effective. Systems work on the platforms and in the way they choose. Most importantly, these systems can’t get in our way. With all that technology can do for us today and all the different platforms, technologies and possibilities, creating this software may seem like an almost insurmountable challenge. The solution lies in the necessary and critical balance between the business (IT Investors), the business staff; partners; customers; community and audience (IT Consumers), IT Staff (IT Producers) and the plethora of vendors (IT Providers). Mastering this balance is the key to delivering this kind of software which is the key to changing how the world works.

*Speaker’s Bio.* Lee Paul is the CEO and founding member of Surround Technologies, LLC. Surround Technologies is a world-changing software innovation business with solutions and services to substantially accelerate the development and delivery of state-of-the-art software for companies of all sizes and in any industry. Lee graduated Syracuse University in 1991 with a BS in Aerospace Engineering. With limited job opportunities he started his own business in Information Technologies and never looked back. Self-taught and now with over 20 years in the industry Lee is an IT innovator, visionary and strategist focused on helping and enabling companies use IT to tactically and strategically solve their business challenges. He believes IT can truly change the world in positive and meaningful ways and that this can be achieved by each individual company utilizing IT to better deliver their products and services. He understands and evangelizes the necessary and critical balance within each company between the IT Investors (the business), IT Consumers (business staff, partners, customers, community and audience), IT Producers (IT Staff) and IT Providers (the plethora of vendors).