

IDEAS DON'T STOP

Hired at TGen in March 2007, Burleson jumped at the opportunity to continue working in the Southwest, and with some of the most talented people in the fields of science and medicine, especially her boss, TGen President and Scientific Director Dr. Jeffrey Trent. "Once in a lifetime do you get to work with someone as dynamic and as visionary," she says.

Burleson says she rarely takes time off, though her self-described obsessive style is mostly self-imposed.

"The problems, the issues, the things you have to execute, the things you're thinking of to make sure that TGen has the future that it needs, that it deserves. (I am) always thinking about the next big deal, or the next

issue that has to be resolved. I'm constantly working ideas in my mind, even when I'm not in the office. I'll be home, laying down at night or taking the day off, and a thought will come to me."

Burleson says her primary motivation is helping TGen's physicians and scientists move ahead with the discoveries that will make a difference in people's lives. "I'm mission-driven," she says, adding that she is committed to supporting TGen's efforts to cure diseases. "People who are setting the standards of medical care, so that patients everywhere can live happier, healthier (and with) better quality of life."

 Steve Yozwiak is senior science writer for the Translational Genomics Research Institute.



PIONEERING PAID OFF

I-ology CEO took the chance to create company that cashed in on the Web

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Trish Bear, CEO of I-ology



Trish Bear knows it can be intimidating when she's the only woman to walk into a meeting filled with men. But don't feel sorry for the founder, president and CEO of the Internet strategy company I-ology. Bear knows she and other women have as much a chance of doing business as any of the good old boys.

"Just know that you bring unique traits to the table and are deserving of equal opportunity," she advises others in her position.

Don't take that as a Pollyanna view; she knows there are stereotypical beliefs still existing in business. "This perception, and the competitor in me, has taught me to hold my own, especially at the negotiating table and I continually strive to do better.

"My belief is that being male or female is neither an advantage nor disadvantage;

we actually have equal opportunity and the ability to succeed," she says.

While she sees more women taking executive level positions in the technology world as she has, Bear thinks the numbers are still too low. "I'd love to see more women sitting at the conference table of every tech company, especially as entrepreneurs," she says.

She welcomes others into the ranks. I-ology was named one of the top 50 women-owned businesses in recent years, which Bear considers a major career highlight.

SEE THE POTENTIAL

Her entrepreneurial spirit wasn't readily apparent even to herself when she started her career. After graduating from Arizona State University, she worked for a company selling dial-up Internet connections and

small Web sites to businesses—not that easy considering it was hard just to convince companies they needed e-mail, let alone Web sites. Until then, it rarely occurred to most companies that communicating electronically with people outside their company was beneficial and they could use Web sites to market their businesses, she says.

While she saw the potential, Bear didn't realize she was an entrepreneur at heart until she took the plunge to become a sole proprietor. There were risks: The industry was in its infancy and the dot com bubble was about to burst. "But deep down I saw the potential and knew it was the right choice," she says.

She knew she had a chance to be her own boss but didn't quite see the big picture—yet. "As I struggled through those first few years in business, I really didn't realize what I-ology could become."

But she understood the potential of the Web and knew companies would need assistance to unlock it. She became even more motivated knowing her company, founded in 1998, could make a difference in her clients' businesses. "We focus on their success and ours is a by-product," she says.

POSITIVE FACTORS

Over time, she was able to create a compelling vision for the work her

Scottsdale-based company does and inspire others to co-create a different type of work culture. Advising her along the way have been mentors, some of whom have been employees. Helping in success was her embracing the idea of one mentor who advised her to surround herself with people who are stronger in areas she is not.

But she's still the boss. "Another critical piece of advice has been to check the facts but also rely on my instincts; intuition is powerful in business."

As in real estate, there is one word that she feels also made a difference: location. When she launched I-ology, companies in Arizona still were not using their Web sites as marketing tools and many of them didn't even have online strategies.

"I didn't really have a lot of competition," she says. "That's obviously not the case anymore, but starting I-ology when I did, where I did I was able to put a stake in the ground and have since been able to grow into other markets."

Eventually, this led to recognition of the company. A high point was when I-ology was picked to develop the Web strategy and Web site for the Super Bowl in 2008. "I feel like I-ology was part of history," she says.

TIME FOR TRISH

One would think that Bear is always on. Not the case. She has had four-day workweeks since her daughter was born three years ago. "My philosophy is that if I need to be there for the company to succeed, I am not being a very effective leader.

"I believe in hiring great people, creating a compelling vision, providing clear direction, coaching when necessary, but also getting out of the way and giving people room to really deliver their best work," she says.

If she is needed by team members, how do they reach her? You guessed it. "My Blackberry! It's the only way I can manage my busy life."

When she is away, she enjoys working on community projects. She and her company are especially supportive of children's causes, such

the Southwest Autism Resource and Research Center. In 2009 she will serve as chairwoman for Special Olympics of Arizona. "It's inspiring to take our success and use that to give back to causes that are truly meaningful," she says.

And, of course, she enjoys spending quality time with family and friends. "My husband and I are having our second child and we are extremely excited to be adding to our family," she says.

Also on the horizon, I-ology will continue to expand geographically, she says. Besides the Scottsdale headquarters, her company does business globally.

"It's been amazing to see the Web industry evolve over the last decade and it has been very rewarding to have been a part of that growth," she says. "I look forward to seeing I-ology set new ground not only in the Web space, but also for women in the technology field." ■

+ GET CONNECTED

I-ology: www.i-ology.com

MOVING AHEAD

Lisa Hershman, corporate senior vice president of operational excellence at Avnet, offers five guidelines for women who want to advance in their careers. (Men may want to take a look, too.)



+ Think of yourself as a leader who is female vs. a female leader. This can be self-defeating since "you modify your behavior based on what others are expecting." Hershman recalls one woman who did so and was considered nonapproachable, contributing to her not getting a job she was seeking.

+ Hire people more talented than you are. "When I've had the opportunity to hire people better than I am, it shows myself as a manager with judgment." She recalls one person she hired who actually improved the performance of the entire organization. "It was exhilarating."

+ Mentoring is very important. While it's understandable women want other women as mentors because they likely have interests in common, you need to have both female and male mentors. Also, you need to mentor others—male and female. "I've always seen it as a huge success as a female when males want to work for you or want you to mentor them."

+ Don't be afraid to make lateral moves or take on assignments outside of your comfort zone. "When you want to learn the business as a whole, often the only time to do that is moving laterally." When working for another company, she was offered one job that also included human resources responsibilities. Although she was "terrified" because it wasn't her area of expertise, it turned into one of the best experiences she had ever had.

+ Ask for what you want: aggressive vs. assertive. "Ask for what you want without compromising other people's feelings or intentions." For example, if you're interested in a job but not meeting all of its requirements, speak up. Emphasize your strengths but acknowledge that with coaching you can do other duties as well.