



Gordon Flesch Company, Inc.

# ROB GOULD

## vCIO



Rob has over 15 years of service-focused IT experience, as both an internal resource and consultant at small to midsize companies.

"I truly enjoy building strong connections with clients and vendors," said Rob. "I get a lot of satisfaction out of leveraging technology to help make someone else's job less frustrating or more efficient."

Rob has worked in many different industries, from non-profits and social programs to companies in the restaurant and entertainment business.

"Each organization is very unique, but they still face many of the same problems with technology, and in a lot of cases, technology becomes a burden instead of what it should be—a way to improve business continuity and productivity," said Rob. "I really enjoy creating technology roadmaps to meet each individual's needs, to make their job a little easier."

As a vCIO, Rob's primary goal is to make sure a company's IT resources are properly allocated to fully support and match their business goals. With Rob's experience as both an internal and external resource, he has a unique perspective on the different ways to accomplish these goals.

### FUN FACT #1

Rob graduated from St. Thomas University with degrees in Business and Communications.

### FUN FACT #2

Rob had four jobs in college while also being a full-time student.

### FUN FACT #3

Rob has a Black Lab mix named Izzy, and he enjoys walking her and taking her to the dog park in his free time.

**“ I really enjoy creating technology roadmaps to meet each individual's needs, to make their job a little easier. ”**

— Rob Gould, vCIO



 GORDON FLESCH®  
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BUSINESS TECHNOLOGY. MANAGED.™

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## ROB'S CAREER TIMELINE

**'00**

Systems Administrator

-Minneapolis visitors' bureau-

**'06**

Technical Support Specialist

-Furniture retail company-

**'07**

IT Administrator

-Investment & wealth management company-

**'14**

Field Technician

-Computer consulting firm-

**'16**

vCIO

-Gordon Flesch Company-

## TODAY'S vCIO



### INSIGHTS, PRIORITIES AND CHANGING ROLES

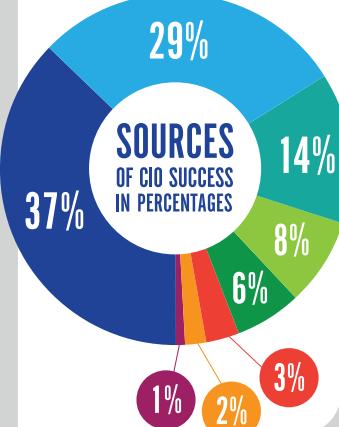


THE WORLD'S INFORMATION DOUBLES EVERY TWO YEARS.

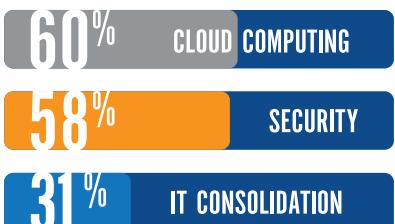


AMONG CURRENT CLOUD USERS, 84% SAID THEY REDUCED APPLICATION COSTS BY MOVING TO THE CLOUD. CLOUD USERS SAVE AN AVERAGE OF 21% ANNUALLY.

- █ Business Results
- █ Business Knowledge
- █ C-Level Relationships
- █ Business Relationships
- █ IT Knowledge
- █ IT Relationships
- █ Authority as CIO
- █ Vendor Relationships



### TOP CONCERNs for IT Decision Makers



### 3 ESSENTIAL QUALITIES

1. COURAGE to reimagine IT
2. CLOUD to guide IT through a time of creative destruction
3. ASTUTENESS to build on good results

### 3 TOP TECHNOLOGIES

1. Cloud Computing
  2. Virtualization
  3. Mobile Technologies
- 
1. Converged Infrastructure
  2. Information Optimization
  3. Security
  4. Cloud
  5. Application Modernization

### 5 CIO FOCUS AREAS



**6.50** years average tenure at GFC

**52%** of CIOs are responsible for one or more non-IT areas of the business

**5.75** years average tenure of CIOs at all-time high

Business Strategic Transformational Functional

