

TECH **BISNOW**

GOSSIP GIRL; LIQUID MACHINES; OBERON RULES; NVTC'S NEW REACH

September 22, 2008

*Big Shout-out to great sponsor [InterAct 2008](#)! Don't miss Ted Leonsis at DC's **Interactive Event of the Year** on **Sep 29-30, 2008** in the Ronald Reagan Building. See ad to the right for more details.*

We admit that the teen drama *Gossip Girl* is not exactly programmed on our **DVR**, but we might make a special exception **tonight** considering the son of **Vienna-based Liquid Machines** public sector VP **Keith Johnson** is making a special appearance as the love interest of show star **Blake Lively** (who we hear is quite attractive—are we allowed to say that?). Keith, who sells Liquid Machines enterprise rights management software to the likes of the **DoD, Interior, and DHS**, admits his model/actor son **takes after his mother**.



That's Keith with CEO **Mike Ruffolo** who we met last week for lunch in **Arlington**. We'd be remiss if we did not mention Liquid Machines is hotter than, well, Blake Lively. This **fast-growing enterprise software company** protects information for Federal agencies and corporations to keep the wrong people from reading it. "There are information leaks everywhere, whether it's a former employee being malicious or your **fat finger** typing the wrong email address on your **Blackberry**," says Mike, who notes former **SRA CEO Renny DiPentima** recently joined the company's board. "We solve a huge and growing problem for government agencies and integrators who need to securely collaborate with confidential information."



Keith and Mike met at **Akamai Technologies**, focusing its content delivery network on the enterprise and government markets. An **Ohio**-native, Mike's was CIO at the **NCR Corporation**; president of the Document Solutions Group at **Xerox**; EVP of Sales, Services and Marketing at **EMC Corporation**; and COO of **Akamai** prior to joining Liquid Machines. When he's not growing high-tech companies or spending time with his family, Mike would rather be watching the **Boston Red Sox** or **New England Patriots**. Keith grew up in **Maryland** and held senior sales management positions at **Oracle** and **SAP**, before going to Akamai where he launched and grew the company's federal sales business. He's a die-hard **Redskin** fan and an avid golfer and tennis player. We think in the picture above they're betting on some game.

HOW TO SELL FOR LOTS OF MONEY



It took **Oberon** just **five years** to go from the ground floor to selling to **Stanley** for **\$170 million**, so it's no wonder **100** people joined co-founders **David Young** and **Jodi Johnson** (that's them in the middle flanked by **KippsDesanto's Kevin DeSanto** and **Pleasant Valley Business Solutions' Mike Skurpski**) at the **Tower Club** to hear how they did it. "I wish there was some secret, but Jodi and I each have more than **25 years** experience in this market that paved the way for Oberon's incredible growth," David says.



Diamond Marketing's Fred Diamond, Microsoft's Christine Zmuda, CompuSearch's Peter DiGiammarino (we aficionados prefer to call him "Peter D" so as not to have to Google the spelling), and **ESCGov's Raj Mattu**. ESCGov, a McLean-based IT services provider, just won a contract from DISA to provide software-as-a-managed-service for agency-wide **patch management**. We hear Raj, though, was busy this weekend with the Redskins' game. Doesn't anyone work weekends around here besides us?



Dovel's Elma Levy, The Boden Group CEO Richard Boden and Progeny Systems CFO Alexander Kot. Elma tells us her firm provides IT support for the **National Biomedical Computer System** that tracks all of the organization's donated blood, so they can find that pint of O Negative in a jiffy. This is a rare moment this week when Elma is standing still: She's been practicing for a coming hike in the **Grand Canyon**.

NVTC SPREADS ITS WINGS



We were re-reading our [Twin Tech II coverage from Friday](#), and realize we didn't sufficiently convey the pivotal role of our friends at NVTC. Yes, the event was co-hosted in DC with **iStrategyLabs**, but NVTC spent the last two months laying preparations. Indeed, the series started with a conference call the day after the **Hot Tickets** awards in June that came up with the idea of doing parties that would bridge the geographical, industry, and demographic gaps. Above, NVTC Entrepreneur Center director **Kristin D'Amore** with **Andrea Michels** of **Stella Virginia Consulting Services** got their passports stamped and came across **Legion Bridge**.



You knew the party was official with the presence of **FedResults' Bob Dinkel** and **The Atlas Agency's Dolores Ebert**, who we believe have attended every party of every kind ever held in Virginia. Their attendance was evidence the reach of NVTC is now spanning **both sides of the Potomac**.



R2Integrated's Cheryl Dickison with **Growth Catalyst's Rich Wolford**. Somehow these people found the one corner of **The Avenue** bar without a zillion people crammed

in. Said NVTC Communications director **Art Swift**, “Twin Tech has become a microcosm of how **thriving** the tech scene is in the Potomac region. The tech economy is remaining strong despite downturns elsewhere.” If we had one of those cool looking blue Buds, we’d drink to that.

David Stegon thinks Dexter is the best show on television. Send him story ideas at David@Bisnow.com

