

HUMANS OF GLOBE

Mar' 24

Pg. 24

TRUSTMARQUE

The Art of the Possible:
Trustmarque's Journey to
Technology Leadership

Pg. 32

HEI SUCCESS

Breaking Down Walls: Dr.
Darden and HEI Success'
Mission to Revolutionize
Higher Learning

Tiffani Neilson
Chief Marketing Officer

**The Iconic Business Leaders
Leading Transformation in
2024 - Vol. 2**

POWERFUL PERS BOLD INVESTME

Tegus is the leading company intelligence platform for ke
We power some of the world's most well-respected institu
corporations, and
consultancies through the largest and most comprehensi
primary and market information.

tegus

SPECTIVE FOR ENT

ey decision makers.

ational investors,

ve database of



THE ICONIC BUSINESS LEADERS LEADING TRANSFORMATION IN 2024 - VOL. 2

Welcome to the latest edition from Humans of Globe, “The Iconic Business Leaders Leading Transformation in 2024 - Vol. 2” Our focus in this edition is on some of the most iconic business leaders and insightful information that will have a major impact on the world in 2024.

Featuring the Visionary UK technology solutions provider Trustmarque enters a growth period under new leadership, focused on accelerating expansion through strategic acquisitions, service enhancements, international reach, and a culture centered on diversity and inclusion.

Led by pioneering higher education expert Dr. Mary Landon Darden, HEI Success pursues a mission to equip colleges and universities with the mindsets, skills, and tools required to embrace innovation and thrive in the face of seismic shifts facing the industry. Explore more about how HEI is breaking the barriers!

**NOTE
FROM
THE
EDITOR**

As CMO of IoT Marketing, Tiffani Neilson spearheads integrated marketing and PR campaigns that increase awareness and catalyze growth for clients pioneering innovations across IoT, AI, 5G, autonomous vehicles, and other cutting-edge technology spheres.

At just billionths of a meter in size, the nanoscale may seem worlds away. Yet innovations emerging from nanotechnology promise to revolutionize entire industries and reshape our future. By harnessing unique quantum properties at minuscule dimensions, researchers are crafting materials with unprecedented ability.

Business leaders should keep an eye out for a number of promising innovations that will emerge in 2024. We highlight the iconic business leaders shaping the future in HoG's edition, entitled "The Iconic Business Leaders Leading Transformation in 2024 - Vol. 2."

Keep an eye on our upcoming editions and stay amazed at what 2024 has in store for us!

Happy Reading! 



The Iconic Business Leaders Leading
Transformation in 2024 - Vol. 2

COVER STORY

IoT Marketing

Driving the Future of Technology: How
IoT Marketing Turns Client Vision into
Reality

PAGE 10

LE
WE
TABLE
T

INSIDE STORY

Trustmarque

The Art of the Possible:
Trustmarque's Journey to Technology
Leadership

PAGE 24

HEI Success

Breaking Down Walls: Dr. Darden and
HEI Success' Mission to Revolutionize
Higher Learning

PAGE 32

ARTICLE

NANOTECH - small wonders shaping
our future

PAGE 40

TECHNOLOGY

A photograph of a crowd of people, likely at a conference or event, with many individuals holding and looking at their smartphones. The scene is dimly lit with a blueish tint. Overlaid on the bottom left is a quote in white text, and a quote mark icon is on the bottom right.

“

**IF YOU THINK THAT THE INTERNET HAS
CHANGED YOUR LIFE, THINK AGAIN.
INTERNET OF THINGS IS ABOUT TO CHANGE
IT ALL OVER AGAIN!**

-BRENDAN O'BRIEN

”

SOFTWARE DEVELOPERS THAT THINK OF BUSINESS, NOT JUST CODE.

We help companies build successful software products, 5-stars mobile applications, big data solutions, and AI products that drive innovations.





DRIVING THE FUTURE OF TECHNOLOGY: HOW IOT MARKETING TURNS CLIENT VISION INTO REALITY

Tiffani Neilson

Chief Marketing Officer





“

I'm proud of the team we've built. As opportunities, our priority is sustainably and intimately understand customers and realizing their strategic goals.

Founded in 2017, IoT Marketing is an integrated marketing, PR, and production firm specializing in serving companies on the leading edge of technological innovation.

With deep expertise across the Internet of Things (IoT), artificial intelligence (AI), 5G,

and other emerging tech domains, IoT Marketing helps clients launch, promote, and accelerate the growth of tech-forward products and solutions.

Through integrated campaigns encompassing content marketing, media relations, virtual events production, and more, IoT Marketing helps organizations increase brand awareness, engage

Tiffani Neilson - CMO, IoT Marketing

As the Chief Marketing Officer of IoT Marketing since 2020, Tiffani Neilson brings over 15 years of multifaceted experience spanning marketing and communications to the firm.

Before joining IoT Marketing, Tiffani served as Vice President of Marketing for GeoTraq, a company focused on fully integrated IoT modules for asset tracking and sensor data.


At GeoTraq, she directed marketing strategy and execution, oversaw product development and platform design, and spearheaded partnerships with major IoT industry players.

Under Tiffani's marketing leadership and influence across these critical areas, GeoTraq earned accolades as one of the Top 10 Remote Monitoring Solutions by CIO Applications and one of the 30 Most Innovative Companies by CIO Bulletin.

These achievements are just a few of many that demonstrate Tiffani's success within the complex technology landscape.

Her strategic vision and technological expertise to drive continued innovation empower Tiffani to guide the direction of marketing initiatives at IoT Marketing today.

Her journey underscores the alignment of aptitude and experience with a personal passion for bringing groundbreaking technologies to market through results-driven marketing programs implemented with her trademark collaborative, empowering, and adaptable approach to leadership.



*As we evaluate growth
maintaining our ability to
and hand-craft solutions*



prospective customers, and catalyze partnerships across the dynamic high-tech landscape.

IoT Marketing also produces its ongoing series called Industry Insights Webinars, which brings together experts, thought leaders, and solution providers across multiple industries to discuss digital transformation.

IoT Marketing's Vision And Mission

Core mission and vision

At its core, IoT Marketing seeks to launch and accelerate the growth of organizations operating at the forefront of technological innovation.

The firm combines deep domain expertise across IoT, AI, and other emerging technology spheres with integrated marketing services encompassing content production, media outreach, virtual events, and more.

As Tiffani Neilson explained, "IoT Marketing specializes in fueling the growth of companies on the cutting edge of technology by combining deep industry knowledge in IoT and high-tech with innovative marketing, PR, and production services."

Additionally, by leveraging extensive connections across the global tech ecosystem, IoT Marketing positions itself as a catalyst to increase awareness, cultivate partnerships,



generate leads, and activate revenue for trailblazing products and solutions.

The company's vision is to serve not just as an agency but as a close partner invested in the success of organizations navigating the highly competitive, rapidly evolving landscape of technological innovation.

Alignment with IoT landscape

To realize this vision, IoT Marketing strives to maintain an agile, adaptable approach aligned with the breakneck pace of advancement in the IoT arena.

As Tiffani emphasized, "We understand the value of thought leadership, brand visibility, and credibility, which we leverage to create strategic win-win collaborations for our clients."

This positioning enables IoT Marketing to help clients stay ahead of trends and competition through forward-thinking marketing strategies fine-tuned to resonate across the IoT sector.

Example project reflecting IoT Marketing's commitment to innovation

A recent initiative reflecting IoT Marketing's commitment to spearhead innovation and growth for clients shines through its work for LinkThinks, an IoT development firm seeking to expand internationally.

IoT Marketing developed an integrated campaign using content marketing, video interviews, and virtual events to spotlight LinkThinks' expertise and fuel lead gen across North America.

Attracting key decision-makers, the firm helped LinkThinks forge connections with potential US clients interested in outsourcing IoT projects.

In addition to gaining strong engagement, this campaign also achieved a 33% conversion rate - a testament to IoT Marketing's results-oriented approach.

Marketing Strategies In IoT

Leveraging innovative approaches

As a trailblazer at the intersection of technology and marketing, IoT Marketing employs several leading-edge strategies to catalyze success for clients.

One unique approach is the company's multifaceted production of virtual events that help clients engage with their target audience and potential leads.

As Tiffani explained, "Through carefully orchestrated virtual events, we help executives share their thought leadership while also showcasing their products, services, or solutions."

Combining these events with integrated digital marketing initiatives enables maximum visibility and pipeline growth.

This innovation-focused bundle of services reflects the firm's forward-thinking ethos and commitment to outcomes.

Additionally, IoT Marketing is already exploring bleeding-edge technologies like AI to enhance campaigns. As Tiffani noted, "We're utilizing AI to engage with prospects more effectively by personalizing our outreach."

This fusion of emerging tech with inventive digital strategies and virtual events production underpins the company's position at the forefront of modern B2B marketing.

Effective recent campaign

A prime example of an impactful recent initiative was IoT Marketing's marquee Summit of Things virtual conference.

This 3-day event convened leaders across IoT, AI, cyber security, smart manufacturing, and other spheres to share insights around digital transformation.

Attracting hundreds of attendees and racking up extensive on-demand viewership, The Summit of Things served as a valuable networking and lead gen springboard while reinforcing IoT Marketing's brand as an orchestrator of cutting-edge tech events.

The event's success highlights the firm's prowess in conceiving and executing highly engaging events that align knowledge sharing with business development - the hallmarks of adaptable marketing in the IoT arena.

Navigating Challenges And Achieving Success

Adapting to Obstacles

In 2020, IoT Marketing demonstrated strategic foresight in the face of COVID-19's mounting threat, proving its resilience and adaptability amid a major crisis for the technology sector.

Recognizing early warning signs of impending industry disruption, the company rapidly developed the Industry Insights Webinar series to help sustain tech sector connections and learning in light of cancellations and postponements of the conferences and trade shows that companies rely on for their promotions.

As Tiffani recounted, "We pivoted quickly to virtual events and created Industry Insights Webinars to keep the IoT and tech ecosystem connected. At the same time, we wanted the series to serve as a resource for industries needing solutions."

This agility provided continuity for existing brand awareness and lead gen campaigns while also opening up new avenues to demonstrate thought leadership.

Now with dozens of live events produced, the thriving Industry Insights Webinars series underscores how IoT Marketing's ingenuity turned obstacles into opportunities.

Key marketing milestones

On the topic of standout marketing achievements, Tiffani spotlighted the runaway success of the Industry Insights Webinar channel itself.

She noted, "Realizing that IoT was not the only advanced technology accelerated by the global health crisis, our series has evolved from webinars to full-blown virtual summit events and awards shows, covering many of the emerging technologies."

With thousands of live viewers across 120 countries, the Industry Insights Webinars platform has become a go-to news and educational

resource for all things related to IoT and associated innovative technologies.

The channel has also provided customer wins for featured companies that tapped into IoT Marketing's audience of engaged, relevant prospects - proving the formidable market influence of Industry Insights Webinars itself as one of the organization's hallmark accomplishments.

Impact And Influence

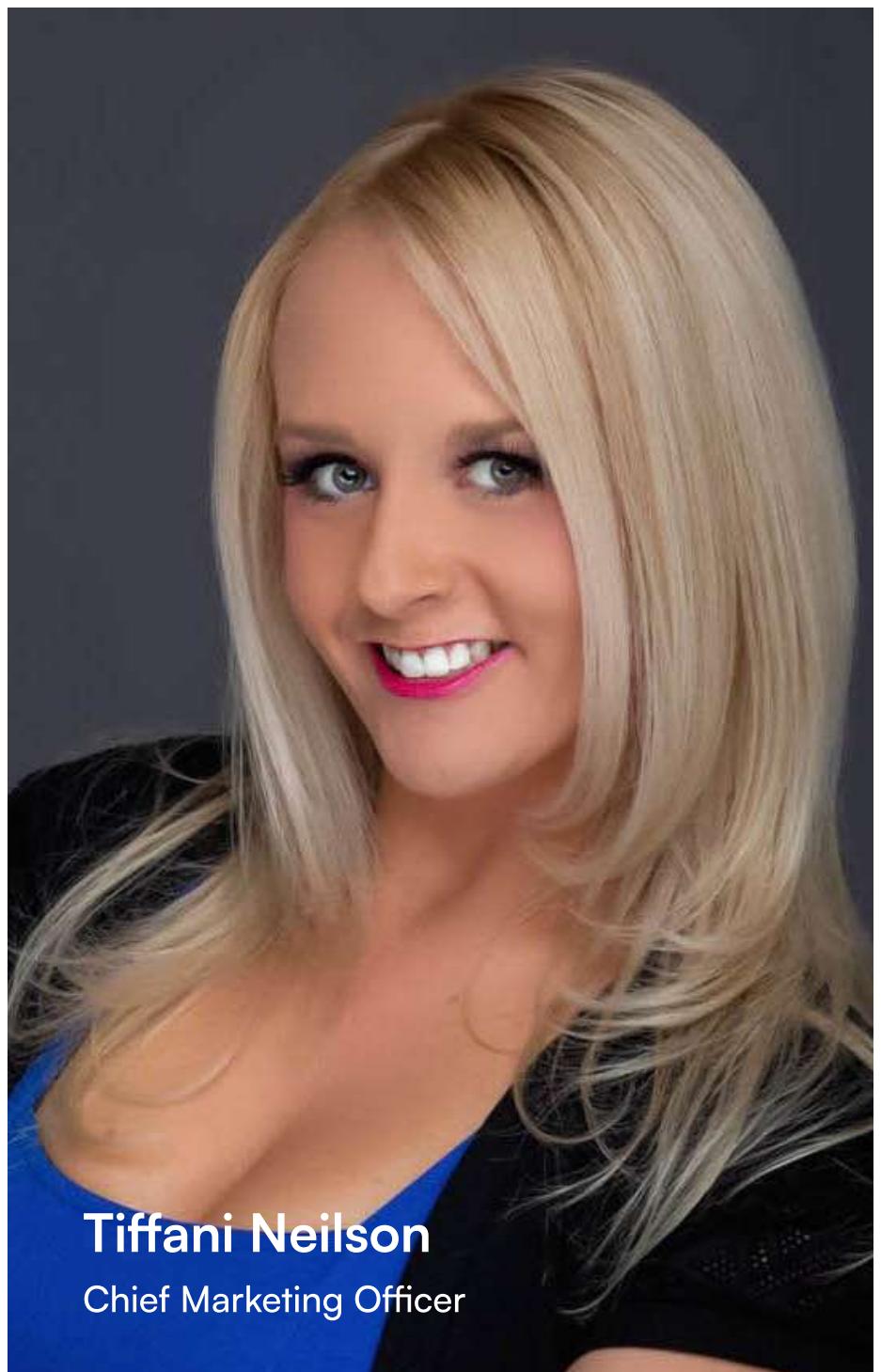
Influencing outcomes globally

IoT Marketing delivers tangible positive outcomes for tech businesses from across the globe seeking to flourish.

As stated by Tiffani Neilson: "We identify the benefits and challenges of leveraging advanced technologies, with guidance for implementation and insights on evolving user demands. Through our Industry Insights Webinars series, we help companies adjust to remote operations and rapidly shifting market needs requiring Industry 4.0 solutions."

This helps organizations boost their competitiveness, unlock innovation, and build valuable connections and pipelines.

More broadly, the increase of technical knowledge and awareness of advanced solutions through the Industry Insights Webinars series helps to power digital transformation across sectors.



Tiffani Neilson
Chief Marketing Officer

Success story demonstrating positive impact

Industry Insights Webinars helped to keep the tech community connected during the pandemic. Today, it continues to serve as a valuable source for lead generation and networking.

As Tiffani explained, "The series created a means to sustain the IoT ecosystem while becoming a resource for industries needing connected solutions...We serve as a platform for solution providers to connect with audiences seeking help in their digital transformation journeys."

Enabling discussions between innovators and prospective customers, Industry Insights Webinars continue to fulfill a crucial linking role - epitomizing the real-world positive change unlocked by IoT Marketing's marketing leadership.

Leadership Philosophy

Fostering innovation and excellence

As CMO, Tiffani employs an empowering approach to managing teams centered on instilling strategic clarity while also giving autonomy to unlock ingenuity.

Her leadership style emphasizes "setting clear objectives and goals to provide direction and purpose," while "trusting team members to take ownership of their projects."

Tiffani explained that granting self-direction fuels both motivation and innovation, noting: "I encourage team members to think outside the box, take calculated risks, and not fear failure."

She also stresses the importance of an agile mindset, saying: "In the rapidly evolving IoT landscape, adaptability is key. I encourage quickly adapting to changes, seizing opportunities, and staying ahead of industry trends."



This blend of vision, empowerment, and appetite for forward progress sets the stage for both game-changing ideas and flawless execution.

Key principles for marketing success

When asked about the guiding tenets driving marketing excellence in IoT, Tiffani emphasized that "staying abreast of rapidly evolving technologies and trends is imperative."

She also stresses the importance of an agile mindset, saying: "In the rapidly evolving IoT landscape, adaptability is key."



I encourage our team to quickly adapt to changes, seize opportunities, and stay ahead of industry trends."

Rounding out her philosophy, Tiffani advocated for "data-driven decision making" and underscored that, ultimately, triumphing in the complex IoT space comes down to "a combination of adaptability and understanding technological advancements."

By instilling these core principles while empowering teams to push boundaries, she ignites success.

Future Trends And Developments

Emerging trends like AI

Regarding burgeoning trends, Tiffani singled out AI as an ascending force gaining considerable momentum. She referenced the profound impacts of platforms like ChatGPT in catalyzing AI adoption and noted IoT Marketing is already actively exploring applications, saying:

"We have started utilizing AI to enhance lead generation, engage prospects more effectively, and personalize outreach. We're also looking into additional ways to leverage AI for clients and virtual events."

By taking advantage of AI, IoT Marketing aims to harness automation and machine learning to enhance its campaign performance and virtual events.

Upcoming projects to spotlight

On the topic of initiatives to watch,

a marquee event on the horizon is IoT Marketing's Intelligent Thinking AI Day virtual event set to take place on July 18th.

As Tiffani explained, this event is "where cutting-edge advancements in artificial intelligence converge with thought leadership."

Explore the latest breakthroughs, engage with industry experts, and participate in interactive sessions designed to demystify AI.

From machine learning to natural language processing, this event offers a unique opportunity to delve into the future of AI.

Whether you're a seasoned professional or just starting your AI journey, this virtual event promises insights, networking, and inspiration to fuel your curiosity and drive innovation in the rapidly evolving world of artificial intelligence.

Fusing an educational agenda with lead gen opportunities, Intelligent Thinking AI Day encapsulates IoT Marketing's signature formula for fostering connections between those on the bleeding edge of tech while also enlightening audiences across sectors about what the future holds for this emerging technology.

Work-life balance

As a new mother, Tiffani has cultivated skills in effectively navigating work-life balance. Though juggling the schedule of an infant alongside her responsibilities as IoT Marketing's CMO poses challenges, it's a balancing act she embraces.

As she shared, "Each day is a new adventure. My heart has never been so full. It gives me more ambition to succeed and brings me joy in a lot of new ways."

On the professional front, Tiffani explained that motherhood has enhanced her productivity.

So while Tiffani enjoys precious time with family during off-hours, she is also laser-focused during her work blocks - learning to maximize output while minimizing stress.

Elaborating on this perspective, she noted: "We can offer organizations in the IoT and high-tech sectors a unique viewpoint on how to succeed in this highly competitive industry."



I've become much more efficient with the work I do. This has helped me foster a healthier, more sustainable work-life balance

Message to Clients and Partners

In reflecting on the ethos guiding IoT Marketing, Tiffani emphasized that far from an impersonal external agency, the company truly sees itself as a partner invested in each client's success.

As she explained: "We work alongside our clients as close partners committed to their success. Beyond marketing, PR, and production services, with our deep tech expertise, we understand this complex landscape like no other."

This signifies that IoT Marketing doesn't just execute tactical campaigns. Instead, the company leverages its insider status as an industry specialist to provide strategic guidance enabling clients to thrive in the highly competitive tech landscape.

For companies, this means that whether you're seeking to ideate and launch an innovative solution or attempting to gain traction for your brand, IoT Marketing stands ready to advise and activate a full suite of strategies to help you succeed.

This spirit of trust, transparency, and collaboration defines the ethos guiding this one-of-a-kind firm.



... I work.

//



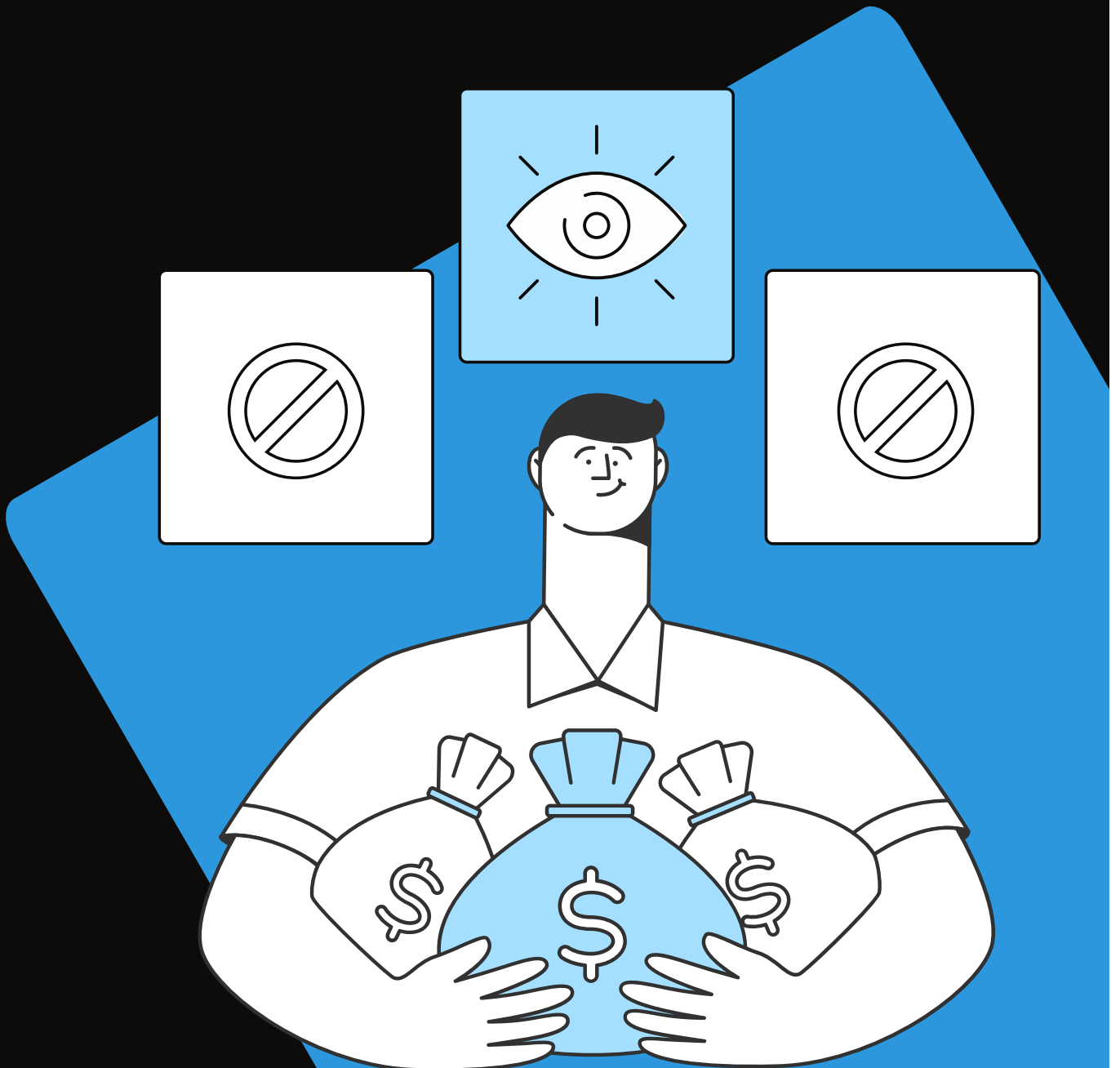
Tiffani Neilson
Chief Marketing Officer

adpushup

A UNIVERSE OF TECH SOL PRODUCTS IN THE MAKIN PUBLISHERS.

Helping content creators across the globe generate more revenue by connecting them to 50+ premium advertising exchanges, deploying cutting-edge ad serving technology, and providing hands-on ad operations expertise.

SOLUTIONS AND SUPPORTING WEB



DONAVAN HUTCHINSON

THE ART OF THE POSSIBLE: TRUSTMARQUE'S JOURNEY TO TECHNOLOGY LEADERSHIP



Donovan Hutchinson
Chief Revenue Officer (CRO)

//

I'm proud of the team we've built. As we evaluate growth opportunities, our priority is sustaining our ability to intimately understand customers and hand-craft solutions realizing their strategic goals.

//

Trustmarque is a leading UK-based technology solutions provider with almost 40 years of experience delivering innovative solutions to public and private sector clients.

Originally founded as a value-added reseller, Trustmarque has grown into a technology powerhouse with extensive capabilities across cloud, security, networking, digital workspace, and software asset management.

Following a recent rebrand and change in senior leadership, Trustmarque is entering an exciting period of growth and expansion. The company has made several strategic acquisitions, including Livingstone Group, an international software asset management firm.

Current Growth and Changes

Under its new leadership, Trustmarque is focused on accelerating growth by enhancing its services and expanding internationally.

Trustmarque now holds the prestigious Microsoft Azure Expert Managed Services Provider designation, recently refreshed its brand identity, and is actively fostering a culture centered on diversity, equity, and inclusion.

By investing in its people, building partnerships, and delivering cutting-edge customized solutions, Trustmarque aims to continue its upward growth trajectory.

Key Principles Guiding Technology Strategy

Trustmarque follows three vital principles to navigate the complex technology landscape -

customer-centricity, agility, and partnership.

Trustmarque puts clients first, seeking to deeply understand their needs and challenges. The company prides itself on taking an agile approach, continuously evaluating and integrating the latest technologies.

Additionally, Trustmarque believes in the power of partnerships with clients, vendors, and the community to drive innovation.

By upholding these principles and staying relentlessly focused on adding value, Trustmarque has built trust and delivered successful outcomes for clients over decades. As emerging technologies open new opportunities, Trustmarque is poised to help clients realize value through strategic adoption.

Navigating The Technology Landscape

Customer-centric Approach

Trustmarque takes a customer-first approach to technology, prioritizing clients' specific needs and desired outcomes over products. Through regular roundtables, ideation workshops, and account management, Trustmarque maintains an intimate understanding of customers' priorities, challenges, and aspirations.

This insight informs solution design from the ground up. Rather than taking an off-the-shelf product approach, Trustmarque co-creates customized technology roadmaps, architectures, and implementations that align with each client's strategic objectives.

Agility and Flexibility

In fast-moving technology environments, Trustmarque stays nimble, flexibly deploying tools and methods to deliver maximum value. By actively training on bleeding-edge innovations and modern delivery approaches like agile, Trustmarque equips teams to adapt quickly.

As part of Trustmarque's ongoing innovation efforts, the company maintains an innovation lab. Trustmarque recently became one of the first partners to implement Microsoft's Co-Pilot AI pair programming tool to help customers increase productivity.

Partnerships and Collaboration

Trustmarque leverages partnerships across its ecosystem to accelerate development. By collaborating with vendors, partners, industry groups, and consortiums, Trustmarque taps into collective knowledge to enhance solutions.

For example, Trustmarque works closely with HPE on key

accounts, co-presenting roadmaps and options to clients. In healthcare, Trustmarque belongs to a consortium that shares best practices for elevating patient outcomes.

Example Highlighting Agile Adoption of New Technologies

A large public sector client needed to urgently migrate legacy systems to the cloud to reduce risk and costs. Trustmarque quickly mobilized, collaborating closely with the customer to map dependencies and architect a flexible Azure environment.

Leveraging agile principles and automation capabilities, Trustmarque built a repeatable factory model to accelerate migration in stages. The final solution delivered enhanced security, user experience, and substantial TCO savings, positioning the customer for innovation.

Client-Centric Solutions

Consultative and Tailored Approach

Trustmarque follows a consultative approach focused on clients' specific business contexts, not just technical requirements. The process begins by intimately understanding a client's market landscape, challenges, and strategic goals.

Trustmarque then designs integrated technology roadmaps spanning people, processes, and platforms to create maximal impact.

Rather than a one-size-fits-all model, Trustmarque custom-tailors architectures, integrations, change management, and skill-building to address each client's unique needs and constraints.

Ongoing account management and governance ensures solutions continue delivering ROI long after implementation by optimizing performance and adopting emerging capabilities.

Success Story

Demonstrating Positive Business Impact

A large hospital group needed better analytics to improve decision-making and patient care. Trustmarque consulted extensively to map out key insights required and design a sustainable data culture.

Trustmarque architected an enterprise-grade Azure analytics ecosystem, providing role-based visibility through intuitive Power BI dashboards. To drive adoption, Trustmarque trained staff and implemented data governance procedures.

Within a year, the solution was yielding actionable insights, including utilization trends and patient outcomes. By optimizing bed allocation and intervention targeting, the hospital achieved tangible improvements in efficiency and care quality, cementing Trustmarque as a strategic partner.

Leadership Driving Inclusive Growth

Trustmarque is powered by visionary leaders like Donavan Hutchinson, Chief Revenue Officer, Trustmarque.

Marsha Waugh Lewis, Chief People Officer, who is steering Trustmarque's customer-focused growth and ambitious DEI efforts.

Marsha and Donavan set an inclusive tone at the top. As the Chief Revenue Officer, Donavan joined Trustmarque in 2023, attracted by its collaborative culture and expansive capabilities after decades serving major brands internationally.

"I'm proud of the team we've built," says Donavan. "As we evaluate growth opportunities, our priority is sustaining our ability to intimately understand customers and hand-craft solutions realizing their strategic goals."

Supported by leaders embracing Trustmarque's partnership ethos, the company continues strengthening technical specialization and capacity to provide an unmatched level of service as trusted advisors.



Adapting To Industry Changes

Proactive and Flexible Mindset

Trustmarque cultivates a forward-leaning, growth-oriented mindset across its culture. Leadership encourages teams to anticipate shifts, persistently upskill in next-generation capabilities, and experiment with emerging methods.

Trustmarque scans the competitive landscape and evolving customer expectations to realign offerings rapidly. Rather than reacting to trends, Trustmarque takes a proactive approach to disruptively expand its value proposition.

Championing Inclusive Culture and Talent

Trustmarque is committed to diversity, equity, and inclusion which are essential pillars of its culture.

Supported by Chief People Officer Marsha Waugh Lewis, Trustmarque launched an internal DE&I network and implemented policies to nurture diverse talent.

These efforts align with CRO Donovan's longstanding personal advocacy for driving DEI progress across the technology sector during his accomplished career.

Donavan joined Trustmarque for its collaborative culture and expansive capabilities where "employees, partners, and customers all succeed together."

The company focuses on providing an enriching environment enabling team members to grow and innovate.

By setting an inclusive tone from the top, celebrating diverse perspectives and investing in its people's development, Trustmarque believes it can deliver optimal value to customers powered by creative, motivated teams. As it evaluates growth, sustaining this cultural commitment remains the priority.

Continuous Learning and Development

Trustmarque invests heavily in continuous skills development to build an adaptable, future-ready workforce. Through incentivized certifications, hackathons, peer knowledge sharing, and external partnerships, teams rapidly reskill on innovative capabilities.



Trustmarque also acquires top niche talent and explores M&A opportunities to onboard new competencies. The result is an agile community prepared to flexibly deliver as technology cycles accelerate.

Fostering Innovation and Experimentation

Trustmarque actively fosters a start-up-style culture of creativity through dedicated innovation programs. Hackathons encourage out-of-the-box thinking to build new prototypes and IP.

An innovation council oversees ideation challenges and provides seed funding for selected proposals with commercial viability. Partnerships with academic institutes and participation in industry consortiums further spark cutting-edge R&D.

Specific Strategies to Stay Ahead

To maintain its competitive edge, Trustmarque focuses on its four core strategies:

1. Rigorously benchmark capabilities against rivals
2. Maintaining a prioritized technology roadmap
3. Nurture an ecosystem of vendor and peer partnerships
4. Arm talent with the latest skills and methodologies

This multi-pronged approach keeps solutions aligned with customer demand, while aggressively expanding Trustmarque's value proposition.

Innovations On The Horizon

Exciting Upcoming Projects and Focus Areas

Trustmarque is advancing cutting-edge initiatives to broaden value for clients across key technology domains:

Cloud - Trustmarque is boosting cloud solution engineering talent to provide full lifecycle application modernization and cloud-optimized managed services around Azure cloud and AWS environments.

Security - Trustmarque aims to scale its cybersecurity practice to deliver end-to-end capabilities including asset management, identity governance, vulnerability assessment, and MDR services leveraging next-gen AI ops.



Analytics & Insights - Trustmarque is expanding its decision intelligence competency, training data engineers, scientists, and visualization experts to uncover impactful insights across expanding data estates.

Digital Transformation - Trustmarque is growing its strategic consulting bench strength to drive more ambitious enterprise transformations spanning edge computing, IoT, custom application development, and intelligent workflows.

How Audiences Can Engage and Stay Updated

Readers can engage with Trustmarque and track cutting-edge moves through

- Website and blog sharing thought leadership
- Social media channels like LinkedIn and Twitter
- Community events, seminars, and webinars
- Monthly e-newsletter with latest innovations
- Customer/partner portals highlighting new services

Subscribing to Trustmarque's communications allows tech leaders to participate in advancements and collaborate on emerging initiatives.

Conclusion

Key Messaging as a Trusted Technology Partner

For nearly 40 years, Trustmarque has delivered innovative solutions that empower clients to realize game-changing outcomes with technology. Trustmarque translation complex environments into tangible business value

through long-term trusted partnerships.

Trustmarque brings together the best talent, an insatiable curiosity about what is possible, and an unwavering commitment to customer needs.

Focus Areas Driving Cutting-edge Solutions

Trustmarque builds pioneering solutions spanning four key areas: cloud, security, insights, and digital transformation.

Trustmarque's specialization and credentials in these strategic domains consolidate complex vendor ecosystems into integrated, next-generation capabilities.

Commitment To Learning, Diversity, And Client Needs

At its core, Trustmarque believes that cultivating inclusive, diverse teams and nurturing their passion for continuous innovation serves customer needs. Trustmarque's investments in its people and culture translate directly into the depth of understanding, creativity, and responsiveness it provides clients daily.

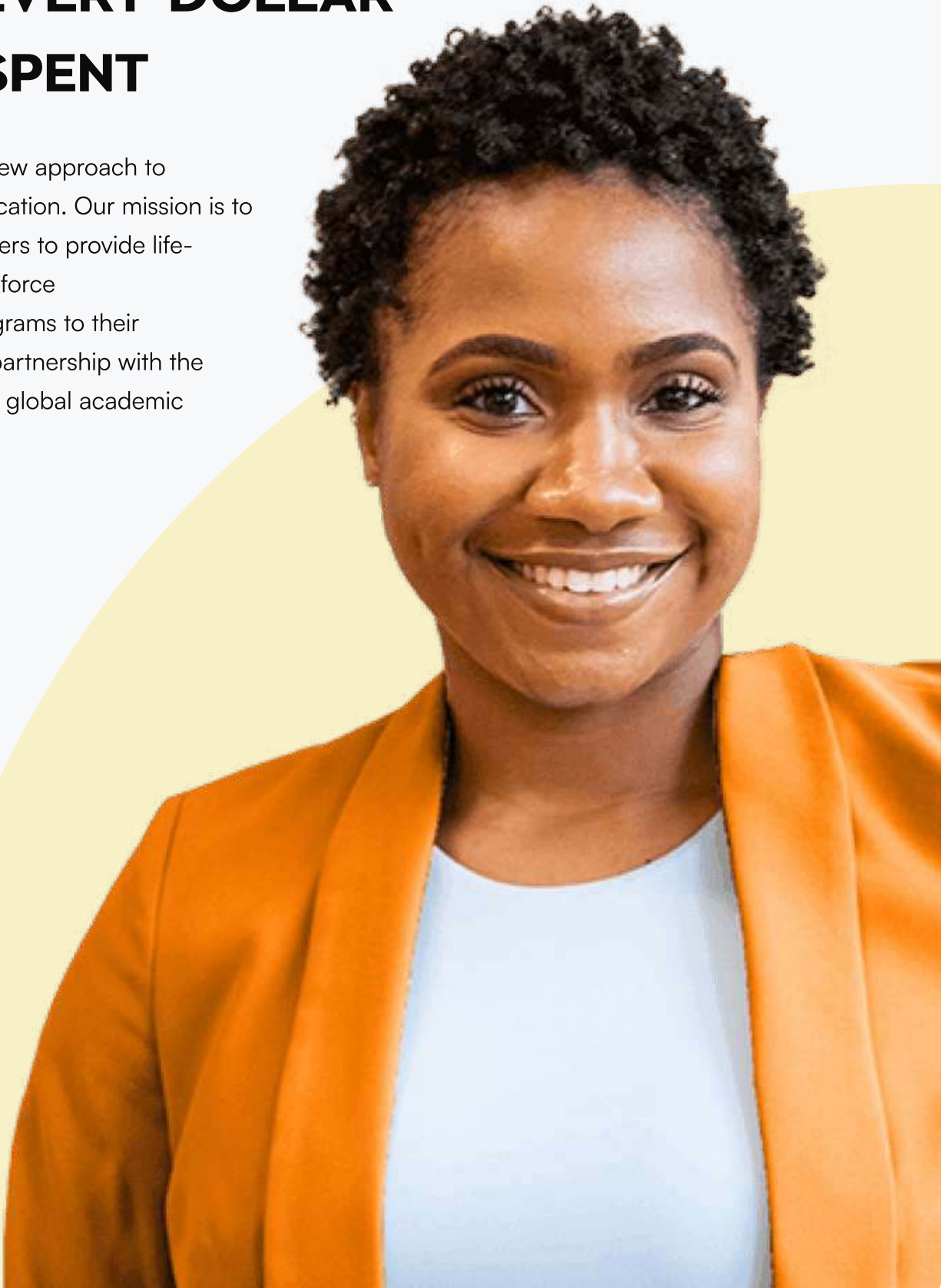
By fostering talent and actively co-creating opportunities with partners and communities, Trustmarque unlocks technology's promise to streamline operations today and reshape industries tomorrow.





GET MORE IMPACT FOR EVERY DOLLAR YOU SPENT

Pioneering a new approach to workforce education. Our mission is to enable employers to provide life-changing workforce education programs to their employees in partnership with the highest-quality global academic institutions.





DR. MARY LANDON DARDEN

**BREAKING DOWN WALLS: DR. DARDEN
AND HEI SUCCESS' MISSION TO
REVOLUTIONIZE HIGHER LEARNING**

At a time when higher education faces unprecedented challenges, Dr. Mary Landon Darden is an unstoppable force seeking to transform colleges and universities across the globe.

Her pioneering company, Higher Education Innovation, LLC, is fueled by a passion for empowering institutions to embrace innovation and chart a course toward a thriving future.

Passion for Innovation in Higher Education

Founded in 2016, Higher Education Innovation (HEI) focused on a bold mission - to equip higher education leaders with the mindsets, skillsets, and toolsets required to meet the seismic shifts facing the industry head-on.

Backed by extensive research and on-the-ground experience, HEI delivers customized coaching, workshops, and solutions aimed at catalyzing entrepreneurial thinking and driving change from the top down across college campuses.

Introduction to Founder Dr. Mary Landon Darden

The brainchild behind HEI is Dr. Mary Landon Darden, an unconventional trailblazer who has spent her entire career pushing boundaries in higher education.

From pioneering community outreach programs to publishing books on the future of the field, Darden has always seen possibilities rather than problems. Her vision for the future, passion for helping others,

and wealth of real-world innovations make her the perfect leader to guide institutions into the next era of higher learning.

Origins Story

Early Passion for Helping Others

Darden's drive to make a difference started early. While in high school, she played a leadership role in supporting international exchange students and organizing a coffee house where teens could gather safely.

In an underserved community, she attempted to renovate a local swimming pool to start a learn-to-swim program. Although that project did not succeed, it exemplified the creative, community-focused drive that would fuel her career.

Non-traditional Path in Higher Education

Darden took an unconventional path in the often change-averse world of higher education. Before and after pursuing her Doctorate in Higher Education Administration, she began developing new initiatives and delivery methods aimed at expanding access and support.

Though an outlier, several successes earned her national awards and opportunities.

Award-winning Innovations

Her innovative programs earned Darden the National Exemplary Award from the National Council for Continuing Education and Training. This led to a full research scholarship at Baylor University - and the chance to dig deeper into pioneering models for higher education.

Call to Focus on Training Leaders

Having served as Dean for university campus in San Antonio, Texas for five years, Darden felt a calling to return to the field of change work. Seeing stalled progress, mentors advised her to focus on training college leaders in entrepreneurial mindsets. A mission to start transformation at the top inspired the launch of HEI.

Mission And Vision

Crisis in Higher Education

HEI is built on the belief that higher education is in crisis. Institutions have been too slow to adapt, change, and react to seismic shifts in society, technology, and student needs. This lag has severely impacted colleges' relevancy, sustainability, and value proposition.

Goals of Innovation, Stability, and Student-centricity

Darden saw that saving higher education requires institutions to embrace innovation, achieve financial stability, and adopt a student-centric model. HEI pursues this triple bottom line, equipping colleges to become comfortable with discomfort and make bold moves aligned to market demands.

Bridging Ivory Tower and Real-world

The key, Darden notes, is proactively building bridges between the academic "ivory tower" and the real world. This means identifying societal and industry needs and then collaborating to deliver cutting-edge instruction and experiences that prepare graduates to solve global problems.

It's a big shift, but one Darden believes higher education must make to fulfill its promise as a world-changing game changer.

Transforming Institutions

Customized Assessments

HEI's cornerstone is customized assessments. Darden and her team embed at campuses to uncover pain points and growth opportunities. Their reports outline findings and concrete recommendations - providing actionable roadmaps tailored to each college's strengths.

Key Focus Areas

While each campus differs, Darden sees common areas as prime for innovation. These include student services, workforce development, revenue streams, instructional relevance, and more. Purposefully improving these facets positions schools for sustainability.

Repeat Success Stories

One recurring win is in student recruitment and admissions. By applying HEI's data-backed frameworks, multiple colleges have achieved enrollment growth between 10-40% in a single year - a remarkable turnaround.



Dr. Mary Landon Darden (Center)
President Of Higher Education Innovation, LLC

Importance of Coaching

Customization and coaching are crucial, Darden notes. Generic solutions often fail to substantially move the needle. Instead, each needs hands-on guidance to apply innovations in their unique context. This human touch drives home lasting transformation.

//

"With organizational change, change equals stability... If you are not changing, and changing significantly, you are becoming more and more unstable."

//

Developing Leaders

Workshops Empower Pivots

HEI runs intensive short-term workshops to equip higher education leaders with the mindsets and skills to pioneer change on their campuses. These immersive sessions give tangible visions of the future and frameworks to carry back for implementation.

Annual Conference Takeaways

The annual HEI Presidents' conference convenes college presidents and chancellors for inspiration and rejuvenation. Expert speakers and bold idea exchanges spark excitement and buy-in that ripple through leadership ranks.

Memorable Futurist Moments

A highlight of the 2023 conference was a futurist predicting the end of personal car ownership within five years. The coming shift to affordable, accident-proof driverless vehicles exemplified the exponential change institutions must get ready for.

After each event, leaders frequently leave energized to proactively future-proof their schools.

Global Impact

Higher Education as Change Agent

Darden sees higher education as uniquely positioned to drive positive change across the world. With knowledge production and dissemination at its core, colleges have immense potential to uplift communities and address the root causes of global woes.

Role in Addressing Poverty, Hunger, etc.

The data shows clear correlations between countries' higher education access and reduced poverty, hunger, and disease. By empowering more people to reach their full potential, education paves pathways out of scarcity mindsets and into innovation.

Avoiding Brain Drain

However, Darden notes this requires underserved nations to build education systems

capable of retaining top talent.

Too often, their best and brightest leave for better opportunities abroad. Developing robust local institutions, through guidance from global partners, is key to empowering homegrown leaders to uplift their communities.

This "teach to fish" approach allows emerging countries to sustain progress independently - and forms the foundation for greater stability and prosperity for all.

Frameworks For Innovation

Process and Tools

HEI recognizes that vision without execution rarely ignites change. So, they equip institutions with concrete frameworks, tactics, and tools for putting innovations into practice.

This includes research-backed processes for shifting mindsets and behaviors alongside project planning materials customized for key initiatives.

Institutional Implementation

Armed with these resources, campus leaders can roll out innovations in authentic, sustainable ways. One college used HEI frameworks to launch an entrepreneurship "Shark Tank" style pitch event and maker space incubator.

These tangible steps brought entrepreneurial thinking into the curriculum while providing concrete value to both students and local business partners.

Celebrating Excellence

Awards Inspiration

Seeing higher education's challenges first-hand, Darden knows recognizing and cultivating great leadership is crucial for the future. That inspired the creation of HEI awards highlighting models in the field.

Memorable Recipient Stories

HEI presents two prestigious awards each year - the HEI Lifetime Leadership Award and the HEI Institutional Award for Entrepreneurship Excellence.

The Lifetime Leadership Award honors exceptional higher education leaders who have dedicated over 25 years to advancing the field through mentoring others, displaying integrity, encouraging innovation, and achieving outstanding accomplishments.

Past recipients include university presidents, chancellors, and distinguished faculty.

Meanwhile, the Institutional Award recognizes colleges and universities with an exceptional record of

entrepreneurial thinking, innovative programming, and student-focused services under visionary leadership. Winners are considered leaders in contributing to the future success of higher education.

Recent institutional recipients include York County Community College in Maine and Elizabethtown Community and Technical College in Kentucky.

Both awards highlight leaders and institutions shaping the landscape of higher education through service, integrity, and an entrepreneurial spirit.



The Road Ahead

Radical Transformation Needed

The outlook Darden and HEI see is one requiring continued radical thinking. Though resistance to change runs deep in academic culture, exponential societal shifts make evolution an institutional imperative.

Hope and Urgency

The launch of HEI was inspired by a mission to begin transformation at the top.

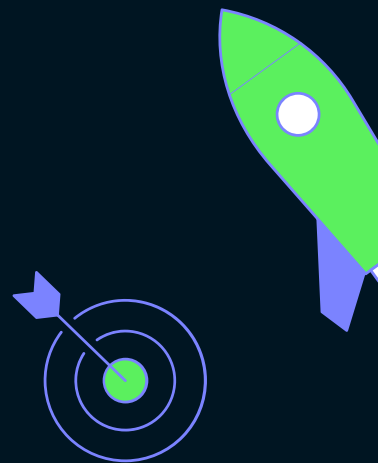
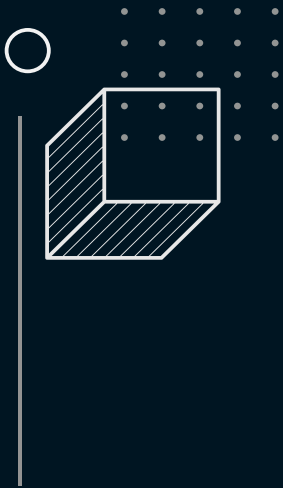
With urgency and optimism, Darden and her team continue evangelizing this vision across global higher education. The challenges are great, but so too is the potential waiting to be unlocked.



WPSTEROIDS

Don't just Survive Excel

Put digital experiences, team collaboration, innovation, conversions, and growth on Steroids



ive,



E-commerce



Healthcare



Technology



Manufacturing

novation,



Article

NANOTECH

SMALL WONDERS SHAPING OUR FUTURE

On the surface, the realm of nanotechnology may seem impossibly small and removed from everyday experience. But make no mistake - innovations happening at the nanoscale, just billionths of a meter in size, promise to revolutionize entire industries and shape our future in powerful ways.

Nanoscience exploits the unique physics and chemistry that occur at this tiny scale to develop materials and devices with transformative applications.

As businesses explore emerging opportunities within nanotech, understanding its importance and potential has become increasingly vital.

Consider this: if a nanometer were magnified to equal 1 centimeter, then a single human hair would appear about 100 meters wide.

At such a minuscule scale, entirely new properties arise.

And it is by leveraging these quantum effects that researchers have begun designing materials with unmatched properties - substances stronger than steel yet lighter than plastic, coatings that kill bacteria or repel water, and ultra-efficient solar panels.

The global nanotechnology market is projected to reach upwards of \$91.18 billion by 2024 as these applications disrupt existing sectors and birth new industries.

The impact of innovations happening at the

nanoscale will be felt throughout society.

As leaders look to stay competitive in the coming decades, gaining familiarity with this critical field today will help identify promising new avenues for growth and ensure responsible development of its vast potential.

Applications And Impacts

Healthcare represents one of nanotech's most compelling opportunities for positive change. By encapsulating drugs in biocompatible nanoparticles, physicians may soon treat illnesses like cancer with far greater precision.

Known as targeted drug delivery, this application could allow anticancer drugs to bypass healthy cells and focus solely on tumor sites, minimizing harmful side effects.

Nanomedicine is also enabling new diagnostic tools that can detect biomarkers of disease at early stages using just a single drop of blood. Implantable medical devices are incorporating nanomaterials to achieve smaller, more robust designs for treatments like tissue regeneration.

Renewable energy stands to gain substantially from nanotech as well. Through nanoscale coatings and engineered materials, next-generation solar panels could capture more sunlight and convert it to electricity far more efficiently than today's versions.

Some experts predict photovoltaic efficiency could realistically double to 50% with these

advancements. Other clean technologies under exploration include lightweight structural materials for wind turbines and nano-batteries capable of powering electric vehicles over far greater ranges.

Beyond healthcare and energy, almost any industry is ripe for disruption through smart applications of nanomaterials.

In textiles, tiny conductive fibers and nanoparticles enable clothes that can monitor vital signs, control temperatures, or even charge electronic devices wirelessly.

"Smart homes" currently under development by major tech firms may one-day feature walls coated with graphene that generate electricity from indoor temperature differentials.

Countless everyday products are also poised for upgrades with nanotech-imbued qualities like self-cleaning, anti-bacterial, or water-repellent properties. The opportunities seem limited

only by researchers' imaginations.

Economic Opportunities

Recognizing nanotech's vast potential, venture capital firms have poured billions of dollars annually into startups developing nanomaterials, devices, and applications.

In 2022 alone, nanotechnology companies raised over \$7 billion from investors. As a new general-purpose technology, nanotech is following a similar adoption curve to other paradigm shifts like biotech and IT—starting in niche domains but soon spreading widely.

By 2025, leading market research firm Grand View Research estimates USD 3.69 billion in 2022 and is expected to grow at a compound annual growth rate (CAGR) of 33.1% from 2023 to 2030.

A wide array of established sectors are projected to integrate and leverage nanoscale solutions, including healthcare, energy, consumer

products, and manufacturing.

The healthcare nanotech segment accounts for the largest share currently and is expected to maintain dominance with revenues approaching \$350 billion by the end of the decade.

Some industries have already begun capitalizing on nanotech's advantages. In manufacturing, nanoparticles, and nanotubes are enabling stronger, lighter composite materials as well as super-hydrophobic and self-cleaning coatings for applications as varied as aircraft, vehicles, and industrial equipment.

One study found that nano-reinforced plastics and foams could potentially replace up to 580 kilotons of metal each year, with equivalent cost savings for businesses.

As nanofabrication capabilities continue advancing, entirely new classes of products may emerge disrupting long-established models across various sectors.

The improved, customized

feature nanomaterials can impart at the design phase holds the potential to boost productivity, foster innovation, and create new high-skill jobs.

With deliberate investment and collaboration, it's clear nanotechnology will play a defining role in the industrial landscape of tomorrow.

Regulation And Safety

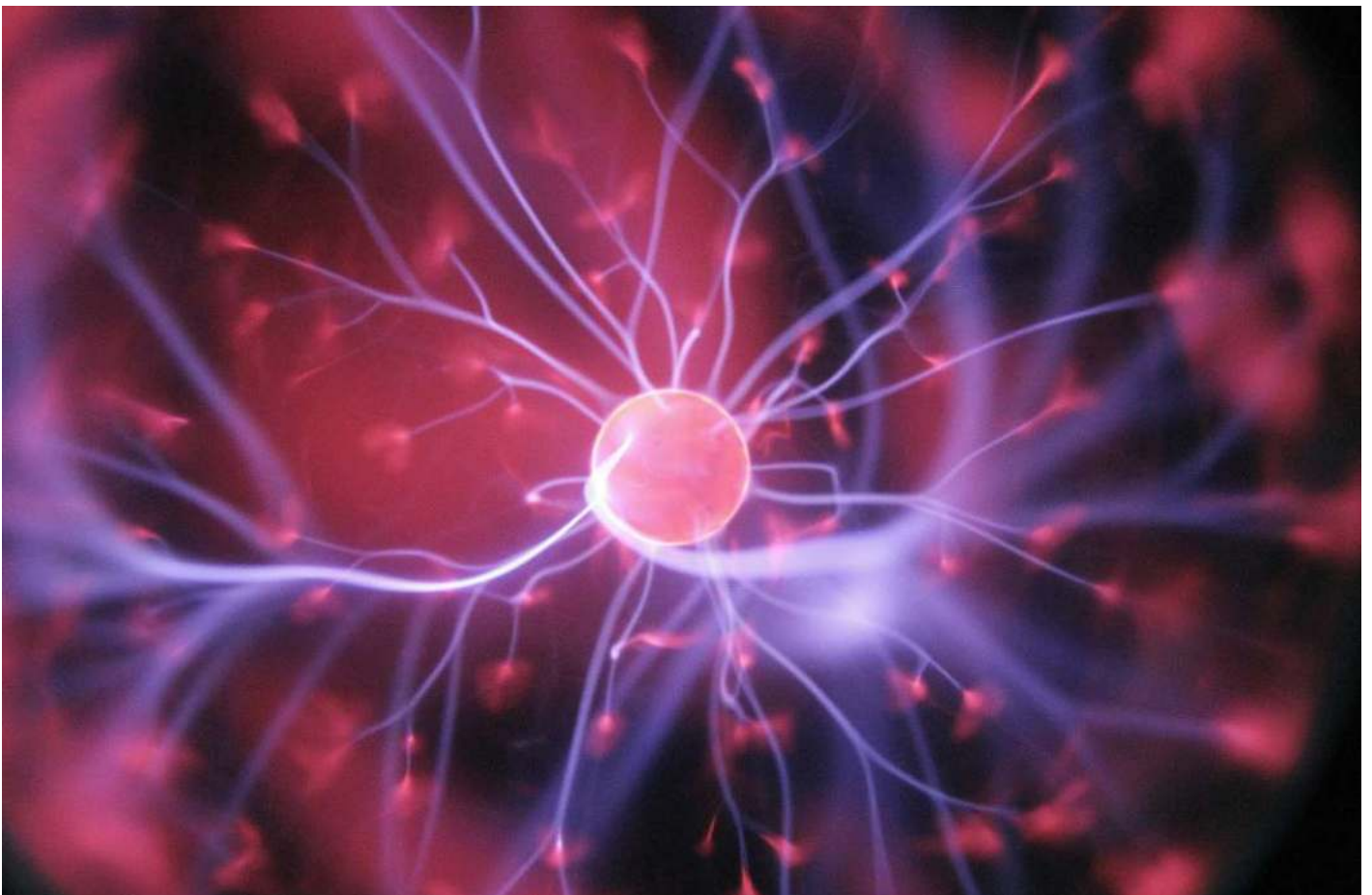
While the promise of nanotechnology is great, developing applications responsibly requires addressing regulatory complexities that arise at the nanoscale.

Unlike larger substances, nanoparticles can exhibit different properties due to higher surface area-to-volume ratios and quantum effects.

This means testing must establish whether any manufactured nanomaterials pose health or environmental risks before allowing full-scale production and use.

Some research on carbon nanotubes, one of the more prevalent nanomaterials, suggests they may potentially behave like asbestos fibers if inhaled.

Prolonged exposure to certain airborne nanotubes has been linked to tissue scarring in rodent lungs. However, more comprehensive studies are still underway. Internationally, organizations like the OECD are helping to develop standardized protocols and methods for properly evaluating nanomaterial safety.



At the same time, oversight aims to prevent stifling the pace of innovation. Regulators seek to differentiate between high-risk and lower-risk nanotech applications through tiered approaches.

For example, nanoparticles incorporated into durable plastic goods may not necessitate the same level of scrutiny as those designed for drug delivery into the bloodstream. Continuous monitoring also attempts to account for how nanomaterials may degrade or aggregate over time.

With open communication and cooperation among scientists, companies, and policymakers, challenges posed by nanoscale regulation can be reasonably addressed.

Harmonizing standards worldwide further eases adoption while protecting against unhealthy work practices or environmental exposure. Ultimately, society must feel confident emerging nanotechnologies deliver societal and economic gains responsibly before full acceptance.

Done right, stringent yet proportionate protocols can help realize this industry's tremendous possibilities.

Parting Note

Nanotechnology represents both an immense opportunity and significant responsibility for businesses seeking competitive advantage in the decades ahead.



As we explored, applications under development across industries like healthcare, energy, and manufacturing have the power to profoundly impact lives and transform entire sectors of the global economy.

From targeted cancer treatments and renewable energy breakthroughs to stronger materials enabling lighter products, the benefit potential is vast.

However, it is also clear the field introduces new regulatory complexities that require diligent safety testing and oversight to ensure technologies achieve their promise safely and ethically.

Standards must protect against unknown risks

while preserving the conditions for innovation to continue blossoming.

With open communication between all stakeholders, these challenges are surmountable.

As leaders map strategies for long-term growth, gaining familiarity with nanotech's landscape today will help identify areas ripe for focused investment and partnerships tomorrow.

Though still emerging, the technologies of the nanoscale are already delivering wonders too small to see. If guided responsibly, they may go on to completely redefine what is possible across every industry!



Article

HUMANS OF GLOBE



At HOG, we recognize the passion and excellence of pioneering leaders making a difference worldwide.

Our vision? A global community united by uplifting stories that spark positive change.

Through our digital platform and print magazine, we spotlight change makers impacting business, technology, sustainability, and beyond.

By showcasing diverse voices, we inform and inspire action towards progress.

The world needs more stories of possibility, happiness, and success - and we cover them with our magazine!

So, Who are We?

A team united by purpose, we are building a publication to showcase incredible, under-told stories.

With experience in leadership, writing, research, photography and design, we are driven to uplift humanity by celebrating achievement.

While our backgrounds are diverse, we share a belief in storytelling to inspire!

Our editors, writers, and designers proudly produce stories that wave across cultures. We take great honor in showcasing the journeys, struggles, defining moments, and successes of innovators and change-makers of today!

Join the Tide

Join our fellow readers by subscribing, following on social media, and spreading the word.

You can subscribe to our newsletter/magazines here —> [Subscribe to HOG](#)

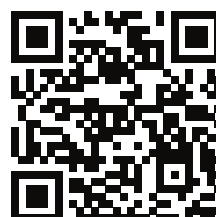
You can also share your experiences, perspectives, and business stories at —> [Write For Us](#)

We can't wait to get the conversation started!

Want to Get Featured in our Next Edition?

We've got a platform that recognizes your story and showcases it via beautifully crafted features - increasing your reach and impact.

Subscribers enjoy 10% off our already discounted rates. Let's explore showcasing your story next!





**WHAT NEW TECHNOLOGIES
NEW OPPORTUNITIES
CUSTOMERS WANT DO**

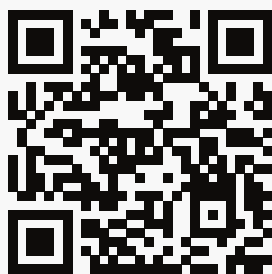
-TIM O'REILLY

A man in a dark blue shirt is wearing a VR headset and gesturing with his hands. The background is a futuristic, blue-toned environment with glowing elements. The text is overlaid on the lower left portion of the image.

**TECHNOLOGY DOES IS CREATE
TO DO A JOB THAT
NONE.**

”

**HUMANS
OF
GLOBE**



You can subscribe to our newsletter/magazines here

[Subscribe to HOG](#)

www.humansofglobe.com