

Eric Perez, Keith Jensen and Jim Le Interviewed by Fotis Georgiadis

Eric Perez, Director of Military Sales — Virtual Systems InVeris Training Sol. Keith Jensen & Jim Le, Chief Marketing Officer/Chief Product Officer of brightfin

GREENWICH, CT, USA, December 15, 2021 /EINPresswire.com/ -- Fotis Georgiadis, owner of the blog by his namesake, is a branding and image consultant specialist with a robust background and is a visionary interviewer. With a knack for pulling out a well-rounded interview, not only covering cutting edge technologies and corporate directions but also bringing out the personal side of the interviewee.



Keith Jensen and Jim Le, Chief Marketing Officer/Chief Product Officer of brightfin

Companies have their brands, their image, in disarray due to the uncertainty of the world with this pandemic. This creates a perfect time for savvy corporate leaders to strengthen their brand, their image and move ahead of the competition. Reach out to Fotis Georgiadis at the below contact options to get started. Two recent client interviews are excerpted below.

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Better preparation means safer, more effective work, and I think training and mission rehearsal will be the two areas SRCE is applied the most.”

Eric Perez, Dir of Military Sales, Virtual Sys at InVeris Training Sols

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Keith Jensen and Jim Le, Chief Marketing Officer/Chief Product Officer of brightfin

Who have been some of your mentors? Can you share a story about how they made an impact?

Jim: Countless mentors have paved the way for my career journey as a product and organization leader. I pay very close attention to the actions leaders take and how they handle product and organization challenges. Two great mentors come to mind.

First, an executive product leader at VMware had an amazing ability to quickly understand technical innovations, maintain singular focus, and worked with marketing so that the compelling stories were framed the right way. He has since moved on to lead product and technical teams for Atlassian. If you have a great technology, but the impact is not conveyed, or if you have a great message and the technology underdelivers, you will have a large imbalance.

Recently, the brightfin CEO, Ed Roshitsh, set extremely high goals for our organization along with defining our principles. In basic terms, he sets the tone by empowering the leadership team to set goals and ensures we execute them the right way. For example, early in his tenure, we worked with a 3rd party provider and invested substantially in the technical and go-to-market integration. But, there were a few red flags, and it just did not feel right. He did not hesitate to make the difficult decision to cut ties and find a partner that was a better fit. There was a short-term financial and customer perception hit. But, impacted customers also were very impressed with sticking to our principles, even it meant having difficult decisions and financial impact.



Eric Perez, Director of Military Sales—Virtual Systems for domestic and international customers at InVeris Training Solutions

In today's parlance, being disruptive is usually a positive adjective. But is disrupting always good? When do we say the converse, that a system or structure has 'withstood the test of time'? Can you articulate to our readers when disrupting an industry is positive, and when disrupting an industry is 'not so positive'? Can you share some examples of what you mean?

Keith: I think that disrupting an industry is positive when it brings value to the majority of stakeholders. In brightfin's case, we used a five-pronged strategy to do things differently than the way our competitors have always done them. Here's a summary of the 5 things to shake up a boring industry:

#1. Don't take the path of least resistance. [...]

[Read the rest here](#)

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Eric Perez, Director of Military Sales—Virtual Systems for domestic and international customers at InVeris Training Solutions

What do you need to lead this technology to widespread adoption?

As Augmented Reality headsets gain wider fields of view, their adoption will gain traction. Much like virtual reality, as the popularity of AR grows commercially in other capacities, our target market will begin to understand AR and SRCE. I considered it a high-touch product, and you almost have to see it to believe it.

What have you been doing to publicize this idea? Have you been using any innovative marketing strategies?

We're engaging with top-level military and law enforcement officials at tradeshow across the country, and we do a live demo for them, which allows them to see SRCE in action. It is one thing to talk or write about, but it is an entirely different experience when showing SRCE. We've also targeted several tier one military units as well as SWAT teams.

None of us are able to achieve success without some help along the way. Is there a particular person who you are grateful towards who helped get you to where you are? Can you share a story about that?

How have you used your success to bring goodness to the world?

See the above comments.

What are your "5 Things I Wish Someone Told Me Before I Started" and why. (Please share a story or example for each.)

What you do now will be the difference for your future.

Twenty years ago, when I joined this InVeris Training Solutions, I never thought I'd be in the position I'm in. Funny enough, everything I did before prepared me for what I do today. It's easy to fall into a routine, but I love seeing new technology that gives me the ability to challenge myself and be the market innovation leader.

Do that in your personal and professional life. Otherwise, why do it all?

Your family and wellbeing come first. Everything else is secondary.

[Finish reading the interview here](#)

You can reach out to Fotis Georgiadis at the below-listed website, email and social media links to discuss how he can help your brand and image.

About Fotis Georgiadis

Fotis Georgiadis is the founder of DigitalDayLab. Fotis Georgiadis is a serial entrepreneur with offices in both Malibu and New York City. He has expertise in marketing, branding and mergers & acquisitions. Fotis Georgiadis is also an accomplished VC who has successfully concluded five

exits. Fotis Georgiadis is also a contributor to Authority Magazine, Thrive Global & several others.

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