

## Tech Podcasts to Interview FileNet's Ted Smith

Written By Tiffany Montgomery, Orange County Business Journal Staff

### Tech Powered Up

**PowerMark Group Inc.**, a San Juan Capistrano-based public relations firm, recently launched podcasts featuring interviews with local technology leaders. Called Power-Up Podcasts, the free discussions are available monthly.

In the first interview, PowerMark President Colleen Edwards talks with Michael Simmons, who led turnarounds of software companies such as Atlanta-based Aderant and PowerCerv Corp., now part of Tampa-based Verticent Inc.

“We’re offering the best part of success seminars—seasoned tech experts who will help keep listeners informed and at the top of their game, without any of the bad (parts)—traffic, parking, crowds and shameless pitching of books,” Edwards said.

PowerMark represents technology companies, but isn’t just showcasing clients.

“Two of our first four experts are not clients,” Edwards said. “We’re interviewing proven leaders who are highly respected by their peers in the information technology and biotechnology industries.”

PowerMark spent \$500 for the podcast equipment, including two recording microphones, a USB audio interface and headphones.

Future interviews include Ted Smith, founder and former chief executive of Costa Mesa’s FileNet Corp., which was bought by IBM Corp. for \$1.6 billion in 2006, and George Kurtz, founder and former chief executive of Mission Viejo-based Foundstone, now a unit of McAfee Inc.

The 20-minute podcasts are available at [www.thepowermarkgroup.com/powerup.html](http://www.thepowermarkgroup.com/powerup.html).

PowerMark has six employees and uses six subcontractors on a regular basis.