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Meet Josh

Pushing Technology to the Limit

As a leader in the technology sector, I seek to push the limits of what we can accomplish with technology—how we use it to build experiences, establish new modes of learning, and come together like never before.

Today, motion pictures, virtual reality (VR), augmented reality (AR), and other emerging communication solutions are redefining how human experiences are delivered. For the first time in history, we can bring people from locations around the world together virtually, so they are at the same place at the same time to experience the same thing.

There are other aspects that are equally mind-blowing to me. For example, cultural barriers that were formerly challenges (misunderstandings due to written communication) are no longer barriers. Now, a team comprised of members on different continents can participate in a virtual conference in real-time, eliminating disputes and other issues while dramatically accelerating the given project's goals. And they can do so seamlessly and naturally—the technology is never a hindrance and acts as a compelling catalyst.

My work is also driven by user expectations, especially millennials who are redefining how companies operate as they become the majority of workers in any given operation. Their definition of "seamless and natural" is different from the prior generation. You can see this at fast food restaurants, where the millennial generation chooses to order by screen rather than via a live employee. Millennials expect technology to enhance their meeting and event experience, and when that technology doesn't live up to expectations, you can expect it to hinder rather than improve their productivity.

This millennial love of technology also makes my job easier. As long as my team and I can deliver experiences similar to that of a consumer device (which we do), younger workers never see the technology as a stumbling block or "something new to deal with." Acceptance is near-immediate if not immediate, as it should be. It all goes back to my core belief that technology should serve people, not vice-versa. Yet sometimes people have psychological aversions to adapting to new ways of doing things—even if the changes are more natural or more beneficial.

Technology is blurring the lines between our work and personal lives—but I mean that in a positive way. Colleagues get more done faster than ever before, and they expect to live holistically with significantly less stress. For example, a father can now attend a team

meeting and his daughter's recital in the same afternoon without having to choose between the
two. Logistics are no longer a barrier with virtual technology. And that's before we start discussing the tremendous advantages technology has brought to enterprises during crises like the current coronavirus pandemic.

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