



Dr. Karen Sobel Lojeski is Chief Executive Officer of Virtual Distance International (VDI). Karen co-founded Virtual Distance International in 2004 to help companies create meaningful, satisfying, productive workplaces where people and companies can thrive in the Digital Age. At a time when many people are working virtually and communicating with their colleagues primarily through e-mail and other computer-mediated means, Karen and her VDI colleagues have created a much-needed methodology for measuring Virtual Distance and for overcoming the psychological distance that grows between people from the overuse of technology. When Virtual Distance is high in an organization it can negatively impact financial performance, productivity, innovation and effectiveness. And Virtual Distance can be just as high among collocated

workers as it is among those who work thousands of miles apart making the need for Virtual Distance management an urgent imperative. For these reasons and more, Karen and VDI have already built a client base of major worldwide organizations including Sun Microsystems, the US Navy and Center for Naval Analysis, Merck, Alcatel-Lucent, Microsoft, J&J and more. Karen is also a highly sought-after keynote speaker on the topic of Virtual Distance, innovation, and leadership in the new world of work. Prior to launching VDI, Karen spent 18 years in corporate America. She held leadership positions at Stratus Computer, Inc., Chase Manhattan Bank N.A., and Mercer Consulting Group. She was Chief Operating Officer for Prolifics, a JYACC company, and Vice President of North America for Xansa. Karen holds undergraduate degrees in Computer Science and Applied Mathematics and recently completed her Ph.D. at Stevens Institute of Technology where her dissertation, "Virtual Distance: A New Model for the Study of Virtual Work", won the award for Best Dissertation of 2006. Karen is a Visitor at the Institute of Advanced Studies at Princeton University, a Collaborator at Stanford University's MediaX Lab, and a Presidential Fellow at Polytechnic University. Karen is also a columnist and contributing editor for *CIOInsight* magazine where she writes on the subject of management and leadership in the changing world of work in the Digital Age. Virtual Distance and her groundbreaking work in innovation and productivity have been featured in a number of major business publications and TV appearances including *Business Week*, *The New York Times*, *Entrepreneur* magazine, *The Los Angeles Times*, ABC News, and elsewhere. Karen has co-authored a book with Richard R. Reilly called "Uniting the Virtual Workforce: Transforming Leadership and Innovation in the Globally Integrated Enterprise," to be published by Wiley in April 2008. The book is also one of only a select group in the new Microsoft Executive Leadership Book Series which is being showcased worldwide to thousands of Microsoft employees, subsidiaries, and major global organizations. According to Wiley, advanced book sales of *Uniting the Virtual Workforce* surpassed expectations early on. Sobel-Lojeski and Reilly are slotted to pen at least two follow-on books for publication in 2009. Leaders from around the globe are hailing *Uniting the Virtual Workforce*. Said Jerry MacArthur Hultin, Former Undersecretary of the United States Navy and President, Polytechnic University, "*Uniting the Virtual Workforce* charts the course for competing in the 21st Century by tapping into the powers of virtual work. Any manager who ignores the virtual workforce is underperforming and any company or organization that does not appreciate virtual work is already at a competitive disadvantage."