

MARKETING

More resume stuff for KEN BARLOW



Marketing IndyGov.org

- Managing a major city's website initiative in 1996 must have been a little bit like being an NFL Football Data Analyst in 2020 – while organizations were beginning to see the need for it, they rarely committed more than 1 or 2 resources to the effort – and in some cases, it was not a priority at all.
- Luckily, I was brought on by an innovative mayor who was driven to drive services to the newly-evolving Internet – so that made it easy to differentiate our web initiative against other cities and counties.
- The story sold itself. I packaged some rather extraordinary demands from the mayor (2 new web services per month) – with best-in-class practices implemented by other leading government websites (like citizen-focused navigation) – and I enlisted the efforts of City/County staff to take ownership of their sections of the website.

The formula worked and **IndyGov** gained some national recognition - not just as the Best Local Government website by organizations like Government Technology magazine, awards, but we also beat out entities like the Library of Congress and the Texas State Legislature for Best in Government website accolades (like the one given at Comdex '98).

Marketing eGov Strategies

- **I only need someone to tell me that something can't be done.** And that's exactly what happened after we teamed up with some former city leaders (including the mayor) to take the IndyGov concept to the emerging dot-com arena in 1999/2000.
- The initial effort stalled during the 2001 dot com bust that took out several good web-based ideas, including ours. But my business partner and I were determined to restart it. And when we approached our former partners, they wanted nothing to do with a second effort. **"There's just no market for it."**

- Determined that we could create a software solution that would enable governments to manage their own website and ultimately perform complex online transactions, we proceeded onward. Being a Seinfeld fan, I suggested that we needed one important change – we called it the **Constanza Principle**:

“If everything that the previous company did failed ... we should just do the opposite. Instead of targeting big cities with complex web applications, we should start by providing smaller cities with the affordable, right-sized web applications that they need now – and ultimately grow into the larger revenue projects.”

- The strategy worked – **eGov Strategies** began signing up clients in & around Indiana for basic website design & content management. We added online services and expanded our client base to have a national footprint. Ultimately, we evolved to become one of the largest online government payment processing companies in the US.

Key Marketing & Strategic Concepts

I plan to leverage the concepts I have learned throughout my career – and here are some of those concepts. I am eager to continue to study and learn new concepts.

1. **Learn from others** – study the best practices of teammates & competitors
2. **Become the expert** – devise a plan to make yourself an expert, but remember “you can do anything you want, but not everything you want”, so be targeted
3. **Be creative, but retain focus** – I believe that my creativity is unique – but I have learned that it can be a distraction, so I am careful about moving away from the items that should remain in focus
4. **Create models for structure** – in my early days at IndyGov, I created a 5-Phases of E-Government model to outline how a city’s website initiative needs to evolve – from basic static information to interactive online applications that streamline government processes (written up in a Government Technology article)
5. **Immerse yourself in data** – I am currently taking 2021 and 2023 ESPN data analytics staff surveys done by Seth Walder, adding in head coaching changes and win/loss records – to gain a better understanding of the evolution of NFL data analytics teams (can share at the interview – lol?)
6. **Know experts & grow experts** – understand who the right people are to get the right information you need, and encourage team members to grow by solving a problem to the point that it doesn’t reoccur the next time
7. **Have respect for the individual** – a valuable core principle I learned at IBM