



Spotlight on Success

Mark LaRosa BS '93

Residence: Ramsey, NJ

Undergraduate Activities: Student Council, Khoda, Honor Board, Delta Tau Delta - Treasurer, Dean's List

Profession: Co-founder of Dynamic Mobile Data, Inc.;
Vice President - Product Development

Mark LaRosa '93 describes himself as a "techie who can talk." And talking about technology is part of what makes him so successful at a young age. Only ten months after graduating from Stevens, Mark left his job at SeaLand Shipping to found Dynamic Mobile Data, Inc. (www.dmdsys.com) with his friend and co-worker, John Darienzo. The company, begun in March 1994, specializes in integrating wireless and pen-based client computers with standard client/server and host computer environments. In addition, the company markets rapid Graphic User Interface (GUI) development tools for LAN and wireless client/server applications.

For their first client, ConEdison, the company developed a mobile sales force wireless program for the ConEd fleet. Other clients have included Warner Lambert, Lucent Technologies, and most recently, Nabisco, for whom Dynamic Mobile Data is rolling out an in-store inventory application. With eighteen employees and \$3 million in sales last year, Mark's company is doing quite well.

When asked how Stevens has helped him to achieve his goals in the business world, Mark responded, "in unexpected ways." While he admits that his classes and professors helped prepare him in the field of technology, Mark believes that the more practical experience came from two sources. Being a treasurer for Delta Tau Delta "was like running a small business." Through managing a fraternity's budget, Mark learned valuable accounting skills that he later put to use in his own company. As a member of Khoda and the Honor Board, Mark gained leadership and people skills. "I gained a good foundation in technological skills while I learned to deal with people," he noted. Translating those skills into the business world was the logical next step.

Mark believes that Stevens graduates are prepared to make it in any professional field. He advises recent graduates to not be afraid to take risks in the business world and says that "even though it sounds corny, you shouldn't be afraid to follow your dreams."