

**B**ehind Scott Litman's desk in his 21st-floor office, a small armada of Lego ships, manned by Lego pirates and sailors, braves the treacherous waters of his credenza. Pointing to a three-inch rowboat, Litman explains that someone had given the diminutive dinghy to him as a gift. He has been building an ever-larger miniature navy since.

Litman is now the admiral of Minneapolis-based Imation Internet Studios, a division of Oakdale-based Imation Corp. (Admiral is as good a term as any; his business card carries no title.) He founded the business in 1991 as Imaginet to sell and support Macintosh computer systems for the printing and prepress markets, riding that computer's wave of popularity, then shifted to Internet-related services for companies involved in printing. He has been riding the Internet wave ever since.

One of the companies looking for Internet services was Imation, which named Imaginet its Web agency of record. In June 1997, Imation purchased Imaginet and changed the name.

"This is a boom-or-bust business," he says.



## Scott Litman

**Principal and founder  
Imation Internet Studio, Minneapolis**

**DOB:** 11/18/66

**Family:** wife, Paula

**Education:** University of Minnesota, B.A., history

"We felt we had to position ourselves to find a company to take us to the next level. Imation has lots of technology, and their customers are a ready-made customer base."

Litman says the Internet studio retains a fair amount of autonomy in its business, which is divided into three major areas: providing e-commerce for customers; doing "digital asset management," which involves warehousing and allowing access to corporate images and other digital media; and remote content management, which allows

customers to easily modify Web content. All of these are done over the Internet.

The company does good business with a number of local corporations that need access to their logos and trademarked images, as well as with advertising, printing and prepress companies that have to store and maintain large numbers of these images for a large number of clients. "We're like a printer in the digital age," Litman says.

The performance — plus the additional opportunities afforded by the Imation acqui-

sition — have pushed Imation Internet Studios to grow at a rapid rate. The company is hiring workers as fast as it can find them, and tables crammed in hallways provide makeshift office space.

The office will expand into recently vacated office space on its floor, making room for all the workers, plus meeting space and other necessities, including a well-stocked arcade.

This is another part of Litman's efforts to attract and keep talent: providing the kind of "California" atmosphere attractive to young, computer-savvy workers. "If it was 80 [degrees] and sunny out, I wouldn't expect people to be here," he says. "I would be out playing beach volleyball. I've pushed a 'work hard, play hard' policy."

In Litman's own office, a Defender arcade game graces one corner, while a muted television next to his desk plays *Baywatch*. David Hasselhoff is saying something, possibly warning people about dangerous tides. Litman doesn't seem worried. He's an old hand at riding the waves.

— Henry Breimhurst