

DAN MALLIN

From his office on the 21st floor of the Lincoln Center, Dan Mallin has a front-row view of the construction of the American Express Financial Advisors building. To Mallin, it's more than an interesting sight — it's an inspiration.

"The project management and coordination required to build a tower like this is exactly the model we want to be able to deliver to our customers," he says.

Mallin knows the importance of good project management — he's in the construction business himself. His company, Imaginet, builds Web sites for large companies which handle many of the functions of the business as a whole, from order fulfillment to shipment tracking to customer service. "Our Web sites tend to *do* something," Mallin says.

Although he has worked with computers since high school, Mallin's real love is for business. "I'm an entrepreneur, not a computer person," he says. "Computers are a great tool."

While studying business at Drake University in Des Moines, Iowa, Mallin was a sales rep for Apple Computer and Microsoft Corp., securing Apple's largest educational sale when he convinced Drake to buy a computer for every incoming student. After graduating from Drake and picking up an MBA at the Carlson School of Management, Mallin went to work for 3M. In May 1995, he helped set up 3M's Web site, putting 2,700 products online. Within the first hour of operation the site received its

first order — from Guam. "Of course, we had no idea how to fulfill it," he recalls.

Mallin saw lots of opportunities in the emerging medium. "The Web was obviously going to change the way business happened," he says. "It's delivering on lots of promises that IT people have been making all along."

But the entrepreneur in Mallin wasn't entirely comfortable with the big-company environment. While working at 3M, he ran a series of side businesses, from designing Web pages to importing shoelaces. This frenetic pace tended to cut into his personal time: He worked around the clock, sleeping in two-hour stretches in the evening and early morning. "My wife loved me," he says sarcastically.

The Web-design division was spun off with Imation in 1996, which confused matters further. "My goal was to be chairman of the board" at 3M, he says. "They spun me into Imation so I no longer had the opportunity to be chairman."

Thus, when the opportunity came to buy Imaginet from Imation earlier this year, Mallin and CEO Scott Litman jumped. Now, his love for technology and entrepreneurial activities have finally merged. Mallin talks excitedly about the future of the company, which could include an

IPO and satellite offices around the country. "This is a really exciting opportunity to be on the front end of technology. We're gaining national recognition — it's fantastic."

— Andy Sullivan



Education:

Drake University, B.S., business administration, computer information systems, 1988; University of Minnesota Carlson School of Management, M.B.A., 1995

Family: *wife, Deborah; children, Benjamin, 4, Elliot, 1*