

The Future of the World of Virtual Work Event Panelist Bios



Manpower's Jeff Joerres (avatar: Jeffe DeCosta), Chairman and CEO, Manpower Inc., a world leader in the employment services industry.

Jeffrey A. Joerres is Chairman and Chief Executive Officer of Manpower Inc. He joined Manpower in 1993 as Vice President of Marketing where he was responsible for the company's overall marketing strategy. He later served as Senior Vice President of European Operations and Global Account Management. In 1999 he was promoted to President and CEO, and in 2001 he was named Chairman of the Board.

Under Joerres' leadership, Manpower has transformed its business strategy, adding new business lines that have expanded the company's ability to assist clients and candidates in navigating the changing world of work. Manpower is known as the industry thought leader and a pioneer in emerging markets, helping governments, multinationals and individuals to succeed in transforming their labor markets to compete in the global economy. It has opened more than 1,000 local offices under Joerres' tenure, expanding the footprint of the organization to over 4,400 offices across 80 countries and territories.

Since Joerres took the helm nine years ago, Manpower stock has more than tripled and the company has climbed the ranks of the Fortune 500 list, moving from 183 to 120. Manpower's steady stock performance and strict adherence to governance guidelines both contributed to Manpower being named as one of the "Best Managed Companies in America" for the fifth time in 2007 by Forbes magazine. Fortune magazine named Manpower as one of the most admired companies in the staffing industry for the fifth year in a row. In addition, Joerres was named to Institutional Investor Magazine's celebrated list of the best CEOs in America for the fourth consecutive year in 2007.

Prior to joining Manpower, Joerres was Vice President of Sales and Marketing for ARI Network Services, a publicly held, high-tech electronic data interchange company. He has also held several management positions within IBM.

Joerres earned a bachelor's degree from Marquette University's College of Business Administration in 1983. In addition to the Manpower Inc. board, he is a member of the board of directors of Artisan Funds and Johnson Controls.

Joerres is known as a strong proponent of job training and workforce development initiatives. Joerres also serves on the board of trustees for the Committee for Economic Development (CED). He is co-chair of the CEO Diversity Committee of the Greater Milwaukee Committee. He also served as co-chair of the 2005 NAACP National Convention held in Milwaukee.



Manpower's Tammy Johns (avatar: Alexa Tmmas), Senior Vice President of Global Workforce Strategy for a world leader in employment services.

Tammy Johns is Senior Vice President of Global Workforce Strategy for Manpower Inc. In this role, she has responsibility for anticipating the changing dynamics of labor markets and creating innovative services and solutions that will attract, develop and engage talent and help our clients win in the marketplace.

Johns led the development and execution of Manpower's presence in Second Life, which was launched in July 2007. Johns is Manpower's resident expert on the "Net Gen" and virtual worlds, as she currently leads the company's initiative to continue to define the evolving World of Virtual Work.

From 2002-2006, Johns served as Senior Vice President of Global Sales, where she had overall responsibility for developing and deploying Manpower's strategic direction for our largest global clients. With her account teams, Johns developed strategies and plans designed to ensure total client satisfaction and continuous improvement of Manpower's account integration and relationships. She joined Manpower in 1992 as Country Manager for Canada, and remained as Chairman of Canadian Operations until 2002.

Johns has more than 20 years of experience in the staffing industry spanning both the private and public sector. Prior positions include seven years as owner of a staffing company and three years of private sector human resource management. Johns holds an MBA from The Richard Ivey Business School and a Canadian Certified Human Resource Professional designation.



IBM's Colin Parris (avatar: DrCP Cydrome), head of the Digital Convergence team for the most visited corporate site on Second Life.

Dr. Parris is currently Vice President, Digital Convergence, in the IBM Research Group. Under his leadership IBM has formed an emerging business born from the IBM Innovation Jam around emerging technologies and virtual worlds. His business takes an (end-to-end systems perspective to bringing highly visual, interactive interfaces into the world of business, science, healthcare and education. He is currently a member of the IBM Integration and Values Team and on the Board of Governors of the IBM Academy of Technology. In previous roles in IBM, Dr. Parris has held a number of business and technical positions within IBM, to include Vice President of Systems Assurance and Post Sales Technical Support; Vice President of Strategic Growth in the Systems and Technology Group, and Vice President of Technology for the IBM Company. These roles included leading the IBM Corporate Technology Team, which oversees the company's current and future technology directions and directing IBM's talent activities to attract, develop, and retain top technical talent. Dr. Parris has also had several research positions at IBM's

Thomas J. Watson Research Center and at (then) AT&T Bell Laboratories where he was actively involved in research in e-commerce, mobile agents, and high speed communication networks. He has published numerous papers and has patents in the areas of network management, multimedia systems, and mobile agents. Dr. Parris holds degrees from University of California, Berkley; Stanford University and Howard University.



Quest G's Algis Leveckis (avatar: Xiran Klaar), co-founder and CEO of a development and consulting company for the media-savvy workforce.

Co-founded QuestG in 2005 to develop immersive 3D video game-based products to improve business skills and to support behavior change of employees and self-learners. QuestG has also completed innovative research on the new Media-Savvy Workforce and their impact on business processes and management, identifying new imperatives for business today.



The Magicians' Kimberly Rufer-Bach (avatar: Kim Anubis), founder of an interactive 3D software development company specializing in SL content.

Kimberly Rufer-Bach is owner, designer and producer of The Magicians, a 3D interactive software development company that specializes in creating innovative Second Life content. Her clients include the British Council, University of California Davis Medical Center, Global Kids, NASA, and New York Law School. Kimberly is co-author of *Creating Your World: The Official Guide to Advanced Content Creation for Second Life* (Sybex, October 2007). Her online community management experience includes the roles of Community Forums Coordinator for There, and special events moderator for iUniverse.com on AOL and the Web. She was on the team that created the best-selling educational computer game *First Men in the Moon Math* (Fisher-Price) in the mid-1980s. Her publishing credits include recommendations for the 1995 Bram Stoker Award, garnered by the novella "Daddy's Girl," which appeared in *Adventures in the Twilight Zone* (Ed. Carol Serling, DAW Books, Inc.)



CNET's Daniel Terdiman (moderator) (avatar: GreeterDan Godel), a prominent business and technology senior writer who has extensively covered Second Life since 2003 for CNET's award-winning news organization.

Daniel Terdiman is a senior writer for CNET News.com. He has covered virtual worlds regularly since 2003, and is currently working on a book, *The Entrepreneur's Guide to Second Life*. Before joining CNET in 2005, Daniel wrote for *Wired News*, *Wired Magazine*, *The New York Times*, *Business 2.0* and many other publications. He has a master's degree from the Columbia University Graduate School of Journalism and lives in San Francisco.