



CEO SAYS E-COMMERCE NEEDS A DOSE OF STRONG MEDICINE

Pamela Griner Leavy - Tampa Bay Business Journal
From the January 19, 2001 print edition

A dose of reality is the medicine Kim During prescribes for what she sees as an ailing e-commerce.

Emerging technology and bottom-line profitability are critical keys to survival, the founder and chief executive officer of K.Tek Systems Inc. in Clearwater told area economic development leaders, venture capitalists and e-commerce entrepreneurs during a recent "Digital Bay" seminar.

K.Tek Systems, founded in 1995, provides network solutions and Internet services to national utility companies and insurance corporations. At the seminar, During, 33, announced K.Tek has "strategic plans for globalization" into the Ukraine, United Kingdom, Mexico and Canada.

During, one of only a handful of women CEOs in the Tampa Bay area Internet community, also took to task national "e-tailers" for failing to deliver on time during the past holiday season.

"Last year's boom in e-commerce during the holiday season was for the most part a disaster in consumer fulfillment," During said. "Let's wake up now and learn from our mistakes. We have enough data now to know what works on the Internet and what doesn't."

What's not working are Internet applications that she called "simple" but that she said very few are practicing: One-on-one marketing, tracking customer behavior and intuitively knowing a customer's buying patterns.

The Internet's ability to offer real-time content and create virtual companies are some of what's working best in e-commerce, said During, a certified public accountant and 1990 University of South Florida graduate.

Among attendees at the Digital Bay seminar were Joshua Rodriguez, head of business development for the Greater Tampa Chamber of Commerce, Mike Meidel, president of the Clearwater Regional Chamber of Commerce, Marilyn Hett, Hillsborough County administrator for business and industry development, and Brian Cartland, business development manager for Pinellas County Economic Development.

Jeffrey Bahnsen, an attorney with the Orlando firm of Greenberg Traurig PA, also was a guest at the K.Tek-sponsored function.

"I am trying to court her as one of my potential clients," said Traurig of During. "Not only is she one of the few women but also one of the few companies in this arena without venture capital and still thriving. That's a feat that's amazing."

Venture Capital fun

It's not too late to make a plea for money at the Florida Venture Capital Conference scheduled for Jan. 17-18 at the Boca Raton Resort & Club. The event sponsored by the statewide Florida Venture Forum is for companies looking for funding. They still have time to submit business plans and executive summaries in order to make a presentation for first-

SPOTLIGHT ON K.TEK

[Keeping Up With K.Tek](#)

[Accolades, Recognition, & Media Mentions](#)

[K.Tek Communiqué Archive](#)

PRESS CONTACTS

Aparna Tutak
Aparna.Tutak@ktek.com
(727) 726-1700

FIND US ON FACEBOOK

round funding. Companies selected will submit proposals at the conference. For more information e-mail forum@flvencap.org.

The Florida Venture Forum also is one of the sponsors at the "Building the New Economy in Tampa Bay -- The Life Cycle of a Growth Company" program scheduled for Nov. 1 at the University of Tampa. Additional sponsors include the University of Tampa and PricewaterhouseCoopers LLP.

Speakers include Marty Traber of Foley & Lardner in Tampa, Allen Moseley, a partner in the Atlanta venture capital fund Noro-Moseley Partners, and Steve Buchanan of Kitty Hawk Capital in Charlotte, N.C.

For more information or to register for the the conference at the University of Tampa, 813-222-7126. Cost is \$75 person, \$50 if a company has multiple registrations.

To reach Pam Leavy, call (813) 342-2479, or send your e-mail to pleavy@amcity.com.

Copyright 2000 American City Business Journals Inc.

[Back to K.Tek News>>](#)

CONNECT WITH K.TEK!



CONTACT US

Telephone: 727.726.1700

Email: info@ktek.com

Address: 2536 Countryside Blvd., Suite 200, Clearwater, FL 33763

[home](#) [about](#) [services](#) [media](#) [portfolio](#) [contact](#) [privacy policy](#)

Copyright © 1993-2011 K.Tek Systems, Inc., All Rights Reserved.