

## *Member Spotlight Article for September's Newsletter*

In this edition of Member Spotlight we are featuring Ashok Kartham, CEO of Mize. The short interview will hopefully allow you to get to know and be inspired by our eHub members.

1. *Your Name:* Ashok Kartham
2. *Company and Title:* Mize CEO
3. *How long have you been in business?* 15 years
4. *Tell us about your current project/venture/business.*

Mize (m-ize.com) is a platform for connected, social, and mobile consumers to access product information, advice, support and services from the companies as well as the social networks. Billion plus consumers globally use smart phones and social networks like Facebook. Mize empowers these consumers to make better decisions about the products and have a very easy and convenient access to all the related information and services in one place. Mize also enables companies and brands to engage with these consumers to grow revenues and increase customer satisfaction.



5. *Where do you get inspiration and new ideas?*

I get new ideas for business or product when I put myself in customer's shoes to understand the pain and think about possible solutions. I spend time learning and understanding the new technologies, so I can think of ways to apply those enabling capabilities to find new solutions. Another great source for new ideas is reading on wide range of topics and what inspires you or ignites new ideas could be completely unrelated to the area you have been working on.

6. *What is the most valuable lesson a professional mentor taught you?*

A very valuable lesson I learned is to that you can always find a better solution for any problem if you are willing to look for it. It is important not just to settle for an obvious or easy solution, but to look for a better solution by going further and deeper until you get to the bottom of the problem.

7. *Who are your heroes in the business world and why?*

Two of my business heroes are Steve Jobs and Bill Gates. Steve Jobs has built the most valuable company in the world by creating very innovative products that millions of people like. Bill Gates made a huge difference in business world and in society in general through his charities. Both of them are the greatest entrepreneurs as well as the most successful business people of our time.

8. *What book has had the most impact on you in business?*

["7 habits of highly effective people"](#) by Stephen Covey. When I was starting in business, that book taught me the importance of prioritizing on right things, collaborating to deliver better results and finding a balance in personal and business life.

Email Address: [AshokKartham@m-ize.com](mailto:AshokKartham@m-ize.com)

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