

## Thought Leader Mark Phillips to Share Workflow, Communication Strategies at MYOB Conference October 13

**TROY, Mich., Sept. 30, 2010** - Vertabase, developer of the world's leading Adobe ColdFusion-based project management software, is pleased to announce that its lead evangelist Mark Phillips will address creative design professionals at the 2010 Mind Your Own Business (MYOB) Conference at the Sheraton New York Hotel and Towers in New York City on October 13.

Phillip's presentation will be held at 5 p.m. He will focus on "Pixels, Bytes, Production and Dollars: How Designers, Developers, Production and Clients Can all Work Together." Specifically, he will describe techniques for designers, developers, and production professionals to better communicate and work together more effectively. Phillips' tips for facilitating workflow will guarantee less stressful interactions and ultimately allow each group to put its talents to the best possible use creating successful results.

The MYOB Conference is organized by HOW Design. The event will bring together more than 200 principals and directors of small to mid-sized companies specializing in graphic design, marketing communications, interactive design, industrial design, PR and advertising.

"I'm pleased to address this group of experts," said Phillips. "The most successful creative teams are the ones where each professional in the design, development and production process is enabled to make the greatest possible contribution. The techniques I will share can help attendees create this environment -- and ultimately increase their profits and the quality of their work."

For more information about the MYOB Conference, see <http://www.howdesign.com/myobconference/>.

For more information about Vertabase project management software see <http://www.vertabase.com>.

### About Mark Phillips

Mark Phillips is the principal evangelist and product manager for Vertabase, an easy-to use project management solution launched in 1999. In addition, Phillips is a highly sought-after industry speaker on a variety of topics including project management, social media and technology. His work has been published in ComputerWorld and C|Net, and he has been interviewed for popular design and project management podcasts. Mark actively blogs at <http://www.vertabase.com/blog> and can be found at @mpmobile. He is the top rated expert on the community driven project management forum, [www.askaboutprojects.com](http://www.askaboutprojects.com).

Before getting involved in project management and technology, Phillips was a vice president at a prominent Wall Street firm where he was an equity analyst. His approach to project management is based on more than 15 years of real-world experience helping thousands of people at hundreds of companies get more done. He specializes in creating frameworks for information where it can serve both tactical and strategic needs. Phillips holds a masters degree in Applied Economics from the University of Michigan and a bachelors of Science (Economics) degree in Philosophy and Economics from the London School of Economics and Political Science.