Dean DeBiase, Manager & Consultant

He is one of the authors of the famous management book The Big Moo. Just the right person to explain how companies can become remarkable and why do so many insist on failing.

BY RAQUEL ALMEIDA CORREIA

Dean’s professional career is a true case-study. At the age of 47, this North-American has run some of the Fortune 500 subsidiaries. He has created the largest Internet automotive marketing services company and seduced AOL to buy Imagination Network, after levelling it with the largest games, community and instant messaging services companies. After stopping by FedEx, DeBiase joined Startup Partners, a company that provides search engine marketing (SEM) services and technology. This wide-ranging background assured Seth Godin’s invitation, a North-American marketing guru, to incorporate the The Big Moo project – a book that wants to go beyond the big leaders’ libraries boundaries and be a key element to their business strategies.

You are one of the authors of the management book The Big Moo, published in the year 2000. How was this project born?

Seth Godin wanted to write a sequel to his best-selling book, Purple Cow, but he didn’t want to write it himself. He wanted to tap a network of best-selling authors and global business leaders to write and develop a new kind of business book inspire the next generation of business leaders as-well-as people who don’t generally read business books today. The Big Moo authors represent an unprecedented collaboration of some of the world’s best business thinkers, blending their best ideas on how to remarkabализе organizations. We are a very active and fun group. It continues to be an incredible group to work with!

In what way are the 33 thinkers helping companies become remarkable? Could you give us an example?

One of my fellow co-authors, Julie Anixter, and I decided to start a company called Remarkabalize.com to extend the benefits of The Big Moo to the business world and to help business leaders to stop trying to be perfect and start being remarkable instead. And through Big Moo speaking events and hands on advisement services we are helping Global 2000 corporations like Disney and Microsoft to emerging organizations like Ryla Teleservices Iconoculture, LAGA and Davis United World College Scholars. We are not traditional consultants, but a network of trusted experts who work in and live with the everyday challenges of the global business marketplace. I think that’s why business managers, entrepreneurs and industry leaders call on us – because we can bring the right resources to bear to help them when they need it the most. Whether it is motivating their constituents, solving their biggest challenges or helping to guide their organizations to the next-level the experience and perspectives of the Remarkabalize team can make a difference.

You’ve even created a custom personalized cover and personalized inside message service for the Big Moo. What’s the buyers’ benefit of personalizing?

One of our goals at Remarkabalize.com is to take business books to the next level. We want to take them from a passive medium to an integral part of business. By allowing people to personalize the book with an inspiring message or just a simple thank you note they can use it as a tool to Remarkabalize their own organization or cause. Companies usually send (or give) it to the people they care about the most – their employee’s, customers or global partners. One example is Microsoft, who is using The Big Moo to reach out to their customers, giving them a custom copy of the book with a creative and inspiring message that they developed soon after they read the book.
Our readers begin to realize that remarkable is in the eyes of their customers

A remarkable company is easy to spot when you are being honest about your value in the marketplace. How you measure your remarkable score can only be done in the eyes of your customers, partners or employee's. When you pay attention to your perceptions, especially where you are dissatisfied, you have a roadmap to becoming remarkable. Listen to the dissenter's, the unhappy, the frustrated and they will give you a head start on innovation.

Are you fully turned around? The problem is that most organizations don't develop to lead the market. Other companies that are developing the next generation of products and services or creating new industry categories all together. I spend a lot of time connecting these high impact companies (from Silicon Valley to developing counties) with Global 2000 corporations because they need the ideas, passion and people from the next generation start-ups in order to compete and grow again.

You are also responsible for the Reboot program for your organization, Startup Partners. How does it work? I'm working on a new book, Reboot, which is what I do for companies when I get involved at the board or operating level. Rebots are done well before a company is in trouble. They are focused more exclusively on their needs and provided a new business model that provides search engine marketing products, interact with customers and develop relationships online, while building their digital advertising to us, across all search channels and media platforms.

You've been recently appointed for Fathom Online. What's the value of the services the company offers? I joined because Fathomonline.com is a emerging Silicon Valley company with remarkable people, services and partners. Fathomonline.com is a leading digital media services company that provides search engine marketing products, interactive advertising tools and marketing intelligence platforms to advertisers and consumer companies. As a partner with our customers, I'm looking forward to bringing my family here to Portugal some day.