PERSONALITIES

in profile

Keeping Pace with Steve Papermaster

By Emily Sopensky

▶ "Being 40 gives you credibility," Steve Papermaster asserts, a grin lurking behind a deadpan expression.

One needn't count Papermaster's years to establish his viability in the software industry, however. A brief review of his résumé can accomplish the same in only seconds. Among a medley of other titles and honorifics, Papermaster is the founder and former chair of BSG, a leading IT services firm that merged with Medaphis several years ago; chairman of the Powershift Group, an Austin-based venture development company; and, with Intelliquest founder Peter Zandan, the driving force behind the annual Austin CEO thinkfest, the 360 Summit.

Papermaster displayed some early entrepreneurial chutzpah when he brought the first Coney Island stand to Galveston beaches. He was a teenager at the time. "It was cool to be making money while hanging out at the beach," he says. And his business plan he developed while a student at the University of Texas evolved into BSG. Along the way to becoming a

CEO, he also unloaded cargo as a longshoreman and even had a stint at Arthur Andersen.

Papermaster funded his venture capital firm, Powershift Group, from the sale of BSG and from his partnership with Moss, who guided Tivoli Systems through its IPO and the IBM buyout.

"The real focus was how can you take a couple of wild and crazy guys who love to build businesses, don't want to be traditional venture capitalists, but do want to have a hand in forming, creating and funding new companies," Papermaster explains about the inception of Powershift Group. "That's the genesis for using our own capital and not raising a traditional fund. We can dream up some companies or get involved with

a handful of others that we think are innovative ... and that we can get involved in."

Agillion is one such venture that enticed both Papermaster and Moss. Papermaster is the founder and CEO of the start-up company, whose first product, Internet-based enterprise resource planning software, is due out mid-year. "We asked which crazy entrepreneurial guy are we going to get to do this? We looked at each other and said, 'Uh oh. It looks like it's going to be us,'" says Papermaster.

While football analogies pepper the personal philosophies of many in the CEO ranks, Papermaster's evolves more from being a long distance runner. He has run several marathons, including New York's.

"You can be incredibly active but still be in a steady, stable state. Going through life is not just about getting business done, making money, being a financial success and only then giving something back," says Papermaster. "I don't view it as a linear sequential process. For every breath you take in, you breathe out. You don't just breathe in for 30 years, then breathe out for 30 years."

JOB cHanGes
By Megan Tinker

ObjectSpace expands board

Dallas-based ObjectSpace (www.objectspace.com), a provider of distributed computing software for the enterprise, announced that **Eugene Lowenthal** has joined its board of directors. Lowenthal works in concert with Growth Capital Partners, an investment banking firm. Prior to Growth Capital Partners, Lowenthal served as VP of LIM International, VP of Cooperative Computing and VP of the Microelectronics and Computer Technology Corp. Lowenthal started his career as VP of MRI Systems Corp. The company also announced the

LOWENTHAL

to the board of directors. Polley currently serves as chairman, CEO and president at Interphase Corp. Prior to joining Interphase, Polley was president, CEO and director of Dallas-based Intellical. Polley has also served as president at other high tech companies including GlobaLink, PRC Realty Systems, and PRC LoanExpress.

POLLEY

Johnson promoted to regional VP

Dallas-based Greenbrier & Russel (www.gr.com), an IT consulting firm specializing in Web development and deployment, has announced the promotion of **Bruce Johnson** to the posi-

been with the company since March 1986 and has most recently served as the branch manager for the Milwaukee area. Prior to that, Johnson was a professional services manager and a technical consultant.

JOHNSON

billserv.com appoints VP

San Antonio-based billserv.com, a consolidator of Internet billing services, has announced the appointment of **Ran Kauftheil** as its VP of business development. Most recently Kauftheil served as the VP of business development at Affiliated Computer Services, the Communications In...