



# PROJECT 24

Executive Interview Series

Fall 2015

Spotlighting: Technology and Data Services Executive

## Rich Dye

Employer: IBM Corporation



Position: Director—Multi-Vendor Support Services

Regarded as the largest information technology (IT) company on the planet, IBM is also the world's largest consulting organization, with employees in more than 160 countries. IBM manufactures and markets computer hardware and software and offers infrastructure, hosting, and consulting services in areas ranging from mainframe computers to nanotechnology.

Rich Dye joined IBM in 2000 and spent 10 years as a Global Services Executive. In 2010, Dye briefly left IBM to broaden his experience, but returned to the company in 2013. As Director of Multi-Vendor Support Services, Dye leads a diverse group of global clients in selecting the most appropriate combination of hardware and software platforms and applications. He explains, "For the large corporation end-user, supporting such a complex technological environment entails managing multiple service contracts and retaining a high level of in-house technical expertise." Dye and his team help their clients integrate non-IBM brands while working with strategic service partners. "In all cases, IBM makes support less complex by providing a single point of contact and ownership to our clients."

Dye obtained his Bachelor of Science (B.S.) degree in finance from Providence College in Providence, Rhode Island. He received his MBA in Business Management from Clemson University. Before joining IBM, Dye began his career as a consultant with Accenture. He has also held executive roles at Bank of America and Cognizant Technology Solutions.



15 Years Married

2 Children

Favorite Family  
Vacation Spot?

Orlando,  
Florida

## "I live out of a suitcase 85% of my life,"

admits New York born-and-raised Rich Dye. "The frequent flyer miles are great, but the tradeoffs are huge." A Georgia resident for the past decade, Rich is married to wife Robin, a political activist and home-schooling mom. They have two children, Bryson, 12, and Brinley, 9. When not acquiring frequent flyer miles traveling for work, Rich's favorite activities involve competing with his children playing ping-pong, foosball, air hockey and even zip lining in the basement!



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**Q: What are the biggest challenges you face in balancing demands of career and home life?**

A: As part of IBM's global workforce, Dye manages U.S. clients, as well as clients abroad. Customer accounts often require him to travel abroad for several weeks at a time. Juggling different time zones and sometimes working virtually all-night, he says deliberate communication with his family is a huge challenge. "Customers and businesses alike expect single-source, flexible, end-to-end service with instantaneous answers and immediate solutions. I'm a mobile employee with global responsibility, which means work is always 'at home' with me. My family would say I am *always* working—in one way or another. It's extremely difficult to give 110% to work and, at the same time, give 110% to my family—especially when constant travel is added to the mix."

**Q: With so many different demands for your time in both your personal and professional life, how do you prioritize everything? Are there tips, techniques or habits you've developed to manage how you spend your time?**

A: "[The Power of Focus](#) by Jack Canfield and Mark Hansen has, without a doubt, been one of the most influential books I've ever read. The authors encouraged creating a blueprint for each day and making trade-offs to fit within the boundaries of that blueprint. I take time to do this exercise nearly every morning."

**Q: How would you define your mission as a parent?**

A: "It's all about being the spiritual leader as the Bible teaches. When I focus on that, the rest seems to fall into place and my 'rationalizing' is kept to a minimum. Also, reflecting on a short scripture or Bible study in the morning keeps me honest."

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**“Own it.  
Whatever you do  
and whatever the  
result—  
own it.”**

**- Rich Dye**

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**Dye with wife Robin, son Bryson, and daughter Brinley**

**Q: What secrets can you share that have helped you both protect and grow your marriage while balancing career demands?**

A: “I try to commit to being fully ‘present’—emotionally, conversationally, spiritually. When I put my phone down and focus on being present, it really does transform my time with my family.”

**Q: What is the greatest challenge in parenting today's youth?**

A: “I believe the greatest parenting challenge is making sure we prepare our children for the path instead of clearing the path for our children.” Dye details the competitive environment our children face—academically, athletically, socially, even socio-economic and material competitiveness. He says it is tempting to keep our children isolated and well within their comfort zones, rather than exposing them to situations in which they might struggle or even fail.

**Q: If there's one "life lesson" you can choose to pass onto your children, what would it be and why?**

A: “Own it. Whatever you do and whatever the result — own it.”