

WOMEN IN BUSINESS

Maryland

As Seen In... Forbes, June 27, 2011

RFID Global Solution

Delivering Hundreds of Millions in Savings Through Transformative Asset Management

When Diana Hage was recruited to join RFID Global Solution as CEO, she didn't have to think twice. As a successful IBM executive and startup veteran specializing in emerging technology markets, she understood the enormous potential of radio-frequency identification (RFID) technology. A pioneer in the burgeoning field, RFID Global was well-regarded as a leading innovator in the industry, and Hage seized the opportunity to guide the startup firm in exciting new directions.

"RFID is the 'next big thing' in information technology," Hage says. "It is a disruptive and transformational technology with tremendous potential for broad-scale adoption. It's been a fantastic experience harnessing all the talent and energy on my team and propelling us to become one of the leading RFID software and solution companies in the industry."

As it turned out, Hage was the right choice for RFID Global Solution. A rising star at IBM, she had spearheaded the strategy and growth of that company's global wireless services business. She also held key positions in IBM's startup incubator in Corporate Strategy, in the Global Services Strategy unit, and led IBM's global Financial Services Consulting practice.

"My experience in IT strategy consulting and in defining solutions for emerging markets has helped me envision how to apply RFID to solve enterprise-scale asset management and supply chain issues," Hage says. "After building a global RFID business within IBM, I was ready to lead my own company and help create the market."

Hage's educational background includes an MBA from the Darden School of Business and a BA from the University of Virginia. She serves on the boards of the Strategic Security Alliance and SeaKay, a SmartGrid provider.

Asset Tracking With Visi-Trac™

Since 2008, under Hage's leadership, RFID Global has enjoyed double-digit hyper-growth every year. The privately held company focuses on industries that are early adopters of

new technologies, such as aerospace, financial services and telecommunications. The company's flagship product, Visi-Trac™, is an enterprise and SaaS software platform designed to help companies better manage their fixed and IT assets and manufacturing operations more efficiently.

"Data centers are one of our key markets," Hage says. "Our Visi-Trac solution helps IT and operations managers identify what assets they have and where they are located, and reduces the time it takes to conduct inventories by up to 90 percent. From a financial perspective, RFID tracking systems can enhance asset utilization and reduce expenditures on equipment. Several of our clients have estimated they will save in the hundreds of millions over the next few years by implementing RFID technology."

RFID Global Solution's clients include some of the world's largest companies such as Bank of America, The Boeing Company, Cisco Systems and others. RFID Global Solution received a Boeing Silver Eagle Award for supply chain innovation, and was recognized by the U.S. Commerce Association as one of the best small businesses in Maryland in 2009 and 2010. With offices in Reston, Virginia; Eldersburg, Maryland; and Palo Alto, California, Hage is proud of how far her company has come in so short a time, and is convinced that it will continue to be a leader in wireless data technology for years to come.

"I am excited to help some of the world's major companies solve their financial and supply chain challenges, and to work with the best and brightest RF and software engineers in the industry," she says.

"RFID is a disruptive and transformational technology with tremendous potential for broad-scale adoption."

– Diana Hage, President & CEO



11921 Freedom Drive, Suite 550 | Reston, Virginia 20190
866.734.3123 | www.rfidgs.com