

QUICK CHANGE ARTIST

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Embracing change is in Jason Skidmore's DNA, driving his passion for staying ahead of technology trends and ever strengthening his company's commitment to delivering unique project solutions to its clients.

"When we get to the point where most businesses say, 'OK, that's a great plan. Let's begin!' I'm already saying 'Great! I've planned it out, I've given everybody what they need to execute on it, what's next?'" says Skidmore, Vernovis founding partner and CEO. "That's just who I am. The way I look at it is, if we're doing something the same way for nine months, we've missed an important point of inflection. While my team is executing a plan we just put in place, I'm thinking about what we're going

build trust while helping clients accomplish their most important initiatives. Advancing technology plays a vital role in that mission.

"In terms of what we do, what intrigues me the most technologically is Artificial Intelligence (AI)," Skidmore continues. "For our people, in some of their roles, AI will not make their jobs easier, but they will be able to accomplish more. As we continue to grow and expand our practice areas, we're always on the lookout for the best consultants and subject

in those industries – sees advancing technology not as a hindrance, but a help to small businesses like Vernovis, allowing them to compete with the bigger companies.

"In terms of our business and our industry, I think this whole concept of the gig economy is being fueled by technological advancement," he notes. "It's easier now for professionals who have specific skillsets or backgrounds to get directly connected to the opportunities that allow them to use those skills. It used to take a lot of

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to do next to stay ahead of the curve and ahead of those inflection points. That's my role in our company."

Vernovis, a boutique consulting firm, provides on-demand project resources to leading businesses in the Cincinnati, Dayton and Columbus areas. The firm offers mid- to senior-level consultants and subject matter experts in the technology, accounting and finance fields. Founded in 2009, Vernovis' mission is, simply,

matter experts. As finding that type of talent gets more difficult, AI may eventually help cut the corner, if you will, in the effort that goes into front-end recruiting and processing. Our staff will be able to more easily flex in critical expertise to rapidly changing project demands."

Skidmore, backed by 20-plus years of resource-based consulting experience – including stints with two large, publicly traded companies

time and multiple resources to make that connection, but today's technology platforms allow us to cut that corner, allowing the marketplaces for subject matter expertise to become more mainstream."

Making that connection used to be about figuring out where that talent was, then determining how to get them to you, Skidmore adds.

"Now, thanks to advancing technology, you can do business with



someone, or have someone do business with you, or for you, from halfway across the world. It's merely a matter of figuring out who, worldwide, can complete the work or the project you need done, then deciding on the best means of connecting with them. A quick video conference, some expectations outlined, a little remote access, and the best experts the world has to offer your clients is on their way to do the work they need to do."

While technology may make it easier for any company in the world to connect with the needed resources located around the world, there is still a human element needed in overseeing the effort, the work and the communication necessary to

complete a project correctly, Skidmore points out. That's where Vernovis shines.

"The reality is, it still takes somebody running the service side between companies and consultants to ensure there's pull through on those deliverables, that they've been executed on appropriately and, if they haven't been, making sure the flow of communication is open between those two parties to ensure it gets there. That's something Vernovis focuses on every day."

Embracing change, Skidmore concludes, is not only a part of his DNA, but an innate, integral feature of Vernovis' genetic makeup. While advanced technology enables his company to "compete with the big

boys," Vernovis must remain ever nimble and able to pivot quickly when it comes time for change, because no small business can sustain a prolonged period of "Oops, we didn't see that coming."

"We have to stay ahead of that, so at Vernovis, we have a culture that relies on people's willingness, ability and, to a certain extent, desire to embrace change. We tell our people, 'Hey, we have to stay on top of this, so you need to always anticipate and expect change.'"

Vernovis is located at 4770 Duke Drive, #180, Mason, OH 45040. For more information, call 513.234.7201, email info@vernovis.com or visit www.vernovis.com.