



Accomplished Alumna: Elaine Myrback



Elaine Myrback ('84, information systems and business administration) is the president and CEO of EMS Consulting-Intelligent Chaos.

No clients and only \$10,000 may seem like a daunting way to start a new business, but Elaine Myrback had an idea driven by passion, and she welcomed the challenge ahead of her. As president and CEO, Myrback founded [EMS Consulting-Intelligent Chaos](#) in 1998 out of her home office in Tampa. Years later, the company now spans four offices nationally with more than 135 associates.

EMS-IC is a leader in providing integrated, innovative technology solutions to all of their clients' enterprise and service oriented architecture needs. Recently awarded the Oracle 2010 North America Innovation Award for Excellence in Service Oriented Architecture, it is the company's third time winning in this category and being recognized for its ability to implement a solution delivering measurable business results.

Myrback has constantly had her hands full. In the midst of multiple projects, though, Myrback has found the creativity and entrepreneurship of generating better solutions for clients the most enjoyable aspect of her job.

Since the founding of the company, Myrback has always stuck to a simple, yet effective philosophy: have high integrity and treat people the way you would like to be treated. With more than 20 years of diverse leadership experience in executive sales, marketing, management consulting in technology outsourcing, and enterprise applications deployment, reaching success hasn't been easy. Myrback had to sacrifice a lot of personal and family time over the years. "You just have to stay focused because down the road it will pay off with hard work."

"Everyone got a hit on budget cuts from the recession," said Myrback, "but business will always be there – you just have to stay positive and work hard for it."

Myrback, who studied both information systems and business administration as an undergrad at USF, said the dual major has given her an advantage over her competition. "The IS side of my degree helps with all of the technology that has taken place in the last 10-15 years; it keeps your mind set at a focal point and moving forward," she said, "and the business side of my degree helps me understand running a company from a financial perspective."

Myrback now spends much of her free time with her husband, Doug, and their 10-year-old daughter. A Florida native, it is no surprise that she lists fishing as one of her hobbies. Her other interests include collecting wine, art, and international traveling. "Some of my favorite places have been the south of France, New Zealand and Italy," she said.

She offered two pieces of advice to students:

"No matter how difficult things get, endure the way through and you will always come out in the positive. Stay consistent and you will find success."

"Also, one thing that students need to understand is that you're never too old to learn. Even after graduation you should continue your education and build your skill sets to keep a competitive edge," said Myrback.