

Contact Information

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Company Overview

Vipa Solutions partners with advertising, marketing, and PR agencies by providing industry specific tools and services allowing the agency to increase project value, growth, and strengthen its interactive capabilities. Industries served:

- Retail
- Healthcare
- Service Providers / B2B
- Manufacturing
- Community Organizations
- Social Media
- Cooperative Marketing

Vipa Solutions empowers agencies with:

Best Practices

Vipa Solutions has developed and benchmarked proven best practices for the successful launch of technology based projects. Vipa Solutions consults with clients and provides proven checklists, steps and processes enabling agencies to quote, document and manage projects ensuring overall success.

Technology

At the core of Vipa Solutions success is Vipa Suite, the proven web-based software as a service environment. The Vipa Suite service provides proven solutions for content management, eCommerce, online registration, custom forms and databases, reporting, communication and much more. This system allows agencies to manage their customer websites from one centralized secure web-based environment reducing maintenance, communication and infrastructure needs.

Managed Services

The Vipa Suite application is a hosted service providing agencies and their clients a hassle free IT environment. This model ensures agencies are focused on the needs of clients and not technical issues related to servers, IT staff and programming. Vipa Solutions also provides value adding services for growing agencies including CSS implementation, deployment support, agency support and custom component development.

Reach us on the web at www.vipasolutions.com

Speaker Bio

Introduction

Originally a native of Long Island, New York, Joseph's journey in Nebraska business has been one of excitement and growth. After graduating from West Virginia University with a Bachelor's degree in business, he was awarded a scholarship to attend the University of Nebraska--Lincoln, where he received his Master's degree in business administration. In 1999, through the University of Nebraska Entrepreneurial Studies program, he was selected to intern with i2rd, an upstart software and web services company founded by Dr. Don Nelson and Dr. Muhlin Chen. During his yearlong internship in the company's sales and marketing division, he was instrumental in the growth and development of i2rd's products and services, as well as marketing them internationally. He demonstrated a passion for expanding the company's mission to include innovative and industry-specific products and services and as a result of his knowledge, initiative and leadership was added to the team as partner and managing director in 2002.

In 2005, with the planning and guidance of Knecht, i2rd launched Vipa Solutions, a technology services company that partners with advertising, marketing and PR agencies providing proven processes and web-based tools for agencies to manage their client's websites, event registration and online marketing services. The Vipa Solutions team specializes in aiding agencies in the shift from traditional media and static websites to dynamic web services. In 2005 the company expanded its reach, creating national sales and customer service teams.

Job Responsibilities

In 2007, the Vipa Solutions team began focusing its strengths, helping agencies recognize technology trends in the industry. Technology no longer needs to be a limiter for advertising, marketing and PR agencies. Vipa Solutions enables agencies to leverage and manage technology which is an aggressively changing industry. Clients are requiring more complexity in their advertising efforts increasing the value of interactive services. Agencies need not be intimidated by the demands of technology due to no infrastructure for interactive services. Vipa Solutions provides a balance of creativity without sacrificing functionality along with decreasing project timelines.

As partner and managing director of Vipa Solutions, Joseph is responsible for the oversight of a team that performs the day-to-day business operations of this aggressively growing company. He plays a key role in the development of new products and services and is responsible for identifying and maintaining industry relationships to help the company succeed.

Business Related Affiliates

Joseph has developed relationships with a diverse group of businesses. Through those relationships, he currently serves as:

- Frequent speaker at conferences and seminars
- Frequent guest speaker at colleges and universities
- American Marketing Association member
- Board Member of Lincoln Partnership of Economic Development
- Board Member of Nebraska Sports Council

Achievements, Awards, Special Recognition

- 2002 Award for doing business with Japan from the Japanese External Trade Organization
- 2003 Award for Small Business of the Year from the Lincoln Chamber of Commerce
- 2005 Vipa Solutions launched (www.vipasolutions.com)
- 2005 Expanded to a new facility in Lincoln that houses nationwide offices
- 2006 Award for Fastest Growing Company by the Lincoln Chamber of Commerce
- 2006 Award for 40 Under 40 – Midlands Business Journal
- 2008 10 years running Better Business Bureau 'A' Honor Roll

Speaker Profile

Joseph E. Knecht

- 2009 Featured in August 15th issue of Lincoln Business Journal - 'Vipa Solutions is laying the groundwork to have a strong fourth quarter'

Sample Contributions and Presentations

- Contributor for Wall Street Journal - Market Watch - 'Airline Web Sites Battle It Out for Fewer Customers'
View article at: <http://www.marketwatch.com/story/airline-web-sites-battle-for-fewer-customers-2009-11-20?pagenumber=1>
- Contributor for Ecommerce Times - 'Microsoft and Yahoo, Together Again'
View article at: <http://www.ecommercetimes.com/story/67625.html?wlc=1253720324>
- Contributor for Vows Magazine - '40 Ways to Enhance Customer Relationships'
Visit site at: <http://www.vovsmagazine.com/>
- Led EcSell Institute Webinar - 'Technology Strategies that Support the 5 Steps in the Sales Process'
View article at: http://vipasolutions.com/about/newsviewer?article_id=23059
- Social Media Club of Lincoln
"The Impact of Social Media at Vipa Solutions"
View presentation online at: http://vipasolutions.com/about/newsviewer?article_id=23007
- Jack & John in the Morning Radio Show - Lincoln's News & Talk, 1400 KLIN
"Entrepreneurship"
View presentation online at: http://vipasolutions.com/about/newsviewer?article_id=23008
- Super Zoo International (Las Vegas) - Produced by World Wide Pet Industry Association
"You Built a Website - Now Let's Grow It!"
View presentation online at: <http://www.superzoovideo.org/2008/grow-website.html>

Agency Shift Podcast - The Lighter Side of Interactive

Joseph is a frequent guest speaker on panels to discuss the interactive industry as a whole and how interactive is driving the new age of agencies. This fun and frequently comedic approach has been extremely successful with his co-host Dan on the widely syndicated Agency Shift podcast. The Agency Shift podcast was developed to help shift agencies and their clients into a new paradigm of interactive advertising and technology. The podcast focuses on the topics of interactive advertising, website technology and other industry related news.

Check out Agency Shift at: <http://www.agencyshift.com> or subscribe via iTunes