

# 2016 Synergistix Users Conference INNOVATION THROUGH COLLABORATION



## **Rob Barra**

Rob Barra is Co-Founder and Vice President of Client Services for Thingee Corporation in Parsippany, NJ. His background of over 20 years of technology experience includes front-end web development, web UX and UI work, computer integration and networking, and architecting Apple iOS applications.

Rob is responsible for managing all client contact for Thingee through the client services team. This includes numerous accounts using iDetail™, Thingee's iPad®-based detailing platform for the life sciences. Rob's account philosophy is about making sure to understand the whole picture of the client's technology needs: "It's never a one-size-fits-all approach; it's always: what's the right solution for their needs at that time."

After graduating from Seton Hall University in 1999 with a BS in Marketing, he added an MBA in Management Info Systems in 2001.

Rob grew up in Texas, but now lives in Morristown, New Jersey with his wife, daughter and two sons. When he can pull himself away from the technology feeds on his iPhone®, he enjoys listening to old heavy metal on vinyl, ice hockey (both watching and playing), and singing Elvis songs at karaoke.