



Interview with:

## **Heather Wilde**

*Chief Technology Officer at ROCeteer*



Today we interview Heather Wilde, Chief Technology Officer at ROCeteer and one of our speakers at the EFMC, where she will share with us her vision about Facility Management.

**1. Mentor, Advisor, Author, Speaker, Presenter, Credentialed Coach, Computer & Network Consultant, Human Resources Professional...with all this faces how do you define yourself exactly?**

A lot of what I do centers around a core theme - enabling individuals and teams (especially in the technology sector) to define and execute their goals. For that, I'm called the "Unicorn Whisperer," and it neatly encompasses all of the facets of Coaching, Consulting, Speaking, Writing and so on.

**2. Your current project is a truly innovative way to marry online and offline showrooms to utilize less trafficked areas inside existing spaces and which you have already rolled out in shopping centers in the US. Could you tell us more about it?**

The project is on-demand retail space that contains next generation digital signage, internet-enabled catalogs, robotics, virtual reality and other elements to create a new type of shopping experience. It creates a low barrier to entry for both emerging and existing brands and generates new revenue paths for facility owners.

**3. What differences do you find between Facility Management in USA and in Europe?**

In some parts of Europe, I've found that there is a distinction in how Facility Management is perceived. In the US, it generally encompasses all of the services offered within an entire building (or series of properties in an owned portfolio,) and I have been corrected a few times by people who have been referring to simply the IT or Janitorial services, for example.

**4. Being very used to TED conferences as you are, what do you expect from EFMC?**

I am looking forward to a lively, informative event with lots of interesting content and expert speakers. I cannot wait to attend and meet everyone!