Susanne Dansey: MD Purple Cow Ideas Management

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Susanne Dansey has been in and around the Managed Service Provider industry for far longer than I have been dealing with it and now owns and runs Purple Cow Ideas Management Ltd. <http://www.purplecowideas.co.uk/>.

The business was named around the ideas laid out in the book by Seth Godin <http://www.sethgodin.com/sg/> named “Purple Cow: Transform Your Business by Being Remarkable” [http://www.amazon.co.uk/Purple-Cow-Transform-Business-Remarkable/dp/014101640X/ref=sr\_1\_1?ie=UTF8&qid=1354727423&sr=8-1](http://www.amazon.co.uk/Purple-Cow-Transform-Business-Remarkable/dp/014101640X/ref%3Dsr_1_1?ie=UTF8&qid=1354727423&sr=8-1) and the business is set up to make clients better connect with their customers.

Susanne is well known on the IT circuit for her frequent, well informed public speaking engagements where she can be counted upon for constructive and well composed observations which remains a large part of the business. In turn this ensures Susanne retains her technical focus and the connection of Purple Cow with the technology sector, dealing as it does with vendors, distributors, resellers, MSPs and channel associates such as CompTIA <http://www.comptia.org/home.aspx>. Choosing to work with all levels and participants in the channel is a deliberate one allowing them to extend knowledge and contacts throughout the whole of the IT channel from vendors through distribution down to resellers of one form or another. Susanne creates the analogy with being the “Polyfilla” between the various players here; personally I prefer to think of Purple Cow as the solder between the players providing both the adhesion and the connectivity between the layers.

I shall require royalties on that if you use it Susanne; no doubt the cheque is in the post!

With an approach based on the consultancy approach that starts with a helicopter view, create a strategy that in turn rolls out as a series of tactics. The main issue here is Susanne’s own skill at reviewing the client’s business, understanding their plans and needs as people then determining how they can develop in a way that meets those needs. This may be expansion, adding new services, diversifying or any number of options that face business owners and affects their plans.

Looking hard at Susanne it’s easy to expand upon the solder analogy with her focus on putting her clients together with the right partner companies and by ensuring the connectivity is right information and services flow in the direction that serves the client’s needs most effectively.

I have one daughter at university now and another going through the GCSE mill this year so the comments about Women in Technology are of personal interest. It is my experience that women are not encouraged in the pursuit of the basic sciences (or maths) in school which underpins most mens’ advance into the technology sector. It is good to see anyone helping create positive female role models through the group Advancing Women in IT Community <http://www.comptia.org/membership/communities/women.aspx>. I was also impressed to hear of her volunteering with Young Enterprise <http://www.young-enterprise.org.uk/> another means of putting work back into the world around her.

It is easy to like Susanne for her sincerity, her intellect and her ambition. I look forward to interviewing her again in the near future.

[Video Interview Here](https://www.youtube.com/watch?v=Zn9KTi1NTCE)