

...NCTA February 2009 T'Expose...

Name: Ron Unger

Title: President & CEO

Company: WorkSmart

College & Degree: Georgia Tech , Bachelors of Engineering,
UNC Chapel Hill, MBA

Birthplace: Seattle, Washington

Family: Wife Fabi, Daughters Sofia (3) and Stella (1)

How long have you lived in North Carolina? 12 years



WorkSmart's Ron Unger and Wife Fabi, shown left at a Holiday Party, and pictured above at Raleigh's City of Oaks Marathon.

What do you feel are the top three characteristics of an innovative business leader?

- Recognizing opportunities
- Leading change
- Motivating others

What's the least glamorous thing you do in the line of duty?

- Cleaning up the "messes" of our toddlers

What skill would you most like to improve?

-I'd like to continue my airplane flight training to keep adding to my pilot skills.

What do you do to relax?

- Running
- Snowboarding
- Surfing
- Flying
- Playing with my daughters

What books are currently on your nightstand?

Big Russ & Me by Tim Russert

What is your dream vacation?

Snowboarding in Chile

What music is on your iPod?

- Big Head Todd
- Eric Clapton
- Stevie Ray Vaughan
- Led Zeppelin

What's your favorite part of a typical day?

I like the morning time when I feel like anything can be accomplished that day.

Who do you consider a mentor and why?

- Greg Young, entrepreneur and investment banker, is a close friend and business mentor
- Madalena de Souza, my wife's mom, has taught me the importance of having a close extended family.

On what boards do you serve and/or what charitable causes do you support?

- Koniag, Inc. – Board Director, Treasurer, and Chairman of Finance and Investment Committee
- Koniag Development Corporation – Board Director and Treasurer
- Washington Management Group – Board Director
- Durham Chamber of Commerce – Board Director
- Durham Public Schools Business Advisory Council – Member

What's your favorite blog/who's your favorite columnist?

Edmunds.com consumer automobile reviews

What keeps you up at night?

- Determining the next innovation or initiative to keep WorkSmart growing.
- Thinking about our daughters.

What is your favorite North Carolina restaurant? What do you select for lunch/dinner?

Nana's in Durham. I like the liver pâté to start, their beef or game special for dinner, and the apple tart for desert.