

Alexandra "Sandy" Rand

Internal & External Communications Inc.

Founder and Chief Executive Officer

Specialty: Developer of interactive multimedia training programs for large corporate clients



When she founded her business in 1983, Alexandra J. Rand worked from her kitchen table, personally performing all the tasks involved in creating computer-based training programs for her corporate clients.

Today she employs 150 staffers to do that and her client list has grown considerably. Her company develops interactive training courseware for such heavyweights as Anheuser-Busch, Citibank, Federal Express, Lexus Automobiles, MCI and Sun Microsystems.

"All of our interactive training courseware features great graphics, animation, sound effects, music, voice-over narration and many incorporate digital video," says Rand. "They often have a creative storyline, so in the course of doing a particular job or function or skill area, you're also completing an interesting quest, game or challenge that makes the learning experience exciting."

IEC's fiscal 1997 revenues were \$12 million, up 33 percent from the prior year. The company has won numerous training and multimedia industry awards in recent months, including NewMedia Magazine's Invision Award of Excellence and a Gold Medal for its Lexus training system.

Describing IEC as Southern California's "leading interactive corporate training company," Jeannine Parker, president of Magnitude Associates, notes: "They've got five-star clients and really lead the multimedia industry in this area. They've been able to succeed in multimedia where a lot of companies haven't. I'm not certain what their formula for success is, but they are true survivors."

IEC President Suzanne Biegel, a former client who joined the company in 1991, says the key to their success is Rand's leadership and passion for her work.

"Sandy has a great vision for where business learning is going and the ways high technology can be leveraged for that," Biegel says. "In addition, she has a very strong creative background and her creative ideas, married with these learning ideas, is exciting to be around, inspires our clients, and has always inspired me, personally."

— Pat Kramer