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About Mike Harvey

Mike Harvey, the founder and publisher of the long-lived Nibble magazine, has a career that spans major companies in the computing and financial realms. He began his professional life with IBM in 1960 while working for an MBA at the University of Chicago. Little did he realize that computers and management philosophies would become a passion that carried through his career for the next 55 years (and they still are).

In the years that followed, he worked for Burroughs, Xerox, and served as president in several other companies. Through those years Mike studied management philosophy, systems, and methods voraciously and developed many principles that were to become extremely valuable through the years.

Mike spent five years in sales with IBM and had the top sales record in the company his second year on quota. He was recruited to head up marketing and planning for a new diversification division of Xerox. During his six years with Xerox, he had planning and product management responsibility for laser printing, facsimile, word processing and micrographics. He recalled seeing the first mouse-based graphics at Xerox PARC in 1972, nearly 12 years before Apple introduced the Macintosh. He recognized early that software, not hardware, was the way of the future and wrote a number of white papers trying to persuade Xerox to build that business. He went on to become president of University Computing Company, a $35 million Dallas-based software company. In 1978, he became president of Inforex, a $70 million Boston-based data entry company.

In February of 1980, he published the first issue of Nibble and simultaneously accepted a job as president of Verbex, a voice recognition subsidiary of Exxon Enterprises. In the late 1980's he added a magazine for the PC and another for the Macintosh. And Nibble grew to a circulation in excess of 100,000 readers. The company was operated using a comprehensive order processing and subscriber fulfillment system, running on a network of 20 Apple II
computers, that Mike personally developed along the way. *Nibble* magazine eventually grew to a $4.5 million business publishing Apple magazines, product disks, and books with more than 30 people in the company.

After 13 years of publication in 1992, Mike painfully concluded he could no longer compete in the markets that had become dominated by mega-publishing companies. So he wound down *Nibble* and transferred his subscriber base to the *Open-Apple / A2-Central* journal for fulfillment. He sadly likened the winding down of *Nibble* to "a death in the family."

Mike decided to reengage the mainframe software business as a consultant. One of his clients was Sterling Software, a very large multidivisional company in Dallas. Twenty years earlier at UCC, he had managed several executives who went on to found Sterling, and among them was Sterling Williams the CEO.

In 1996, Sterling put Mike on retainer as a consultant, and in 1997, Mike played a lead role in Sterling's acquisition of the software division of Texas Instruments. At that point, the company asked him to join Sterling as the group president to manage the combined companies. In the next two years, he accomplished six company acquisitions and grew revenues 40% from $205 million to $290 million, while maintaining 40% profit margins. In that brief time, he logged more than a million travel miles traveling around the world for direct hands-on management of his enterprises.

In early 2000, Sterling Software was acquired by Computer Associates and Mike's group played a pivotal role in the acquisition. The acquisition enabled Mike to comfortably retire, but he has continued to work part-time as a consultant. He and his wife have traveled the world to more than 30 countries. He currently resides in Huntersville, NC and has become expert in Internet marketing and computer graphics. He currently teaches a monthly seminar on Photoshop for a group of retired business executives and creates unique 3D computer art. You can learn more about *Nibble* magazine and Mike's computer art at www.nibblemagazine.com and www.harveyimages.com.
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