

# Executive Suite: Jack and Christian Pellman, Elmont

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When Jack Pellman launched MedNet Technologies in 1999 with his brother Christian, they would make sales during the day and build websites at night.

Both had worked in their father's software development company in Elmont -- in the same office building that now houses their company.

Christian Pellman, 38, the company's vice president and chief operating officer, recalls that the idea for the business sprang from personal experience. "We had young kids, and there was no place to research your medical provider" online, he said. The company designs, builds and maintains websites for health-care providers.

Jack Pellman, 48, is MedNet's president and chief executive. He serves on the board of LISTnet, the Long Island Software & Technology Network. He is married and has two children.

### What are your plans for growth?

"Our biggest plan for growth is to tie the websites that we develop, now and in the future, with electronic health systems," said Jack Pellman. "We're trying to create a somewhat automated bridge between our services and the gateway to" electronic health records.

### How has the recession affected business?

"A lot of our clients are in elective medicine -- those individuals have seen an effect from the economy. Accordingly, some of the things they were doing prior to 2008-2009 when they had their foot to the floor, they eased up a bit.

"If they were doing any Google advertising, they've cut back on some of that. That's had some effect on us. But with the exception of the electives, we're kind of insulated. For the most part, if you're ill, you see the doctor. We've had less growth. We were dealing with well into double-digit growth -- that's reduced a bit -- but it has not gone into the negative."

### What would you change about Long Island?

"What I really think is necessary . . . is high-tech jobs. That needs to be cultivated more. There needs to be a renewed spirit of entrepreneurship for computer-driven, software-driven companies."

### What do you look for when you're hiring?

"Experience, self administration, self-motivated, education.

### What's your management style?

"Chris and I have a very easy management style in the sense that we have about five or six managers that run the departments here, and they have total autonomy.

"We're not on their backs. We don't assign work to them. We expect them to basically find the work and know what it is they need to do. Makes our job easier and keeps us less oppressive as bosses."

### What's the workplace culture like?

"We're pretty easygoing. There is a corporate look to the place. It's very important that the people that work here feel this is a growing, professional organization. But we don't require anyone to wear suits. We have a softball team. It's relaxed. It's a young group. The other conference room here has a foosball table."

## Corporate Snapshot

**Name:** Jack Pellman  
**Title:** President, chief executive  
**Company:** MedNet Technologies  
**Business:** Builds websites for health care providers  
**Location:** Elmont  
**Type:** Private company  
**Revenue:** \$7 million to \$10 million annually  
**Employees:** 54

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