



**MAKING
REMOTE WORK
A REALITY IN
RURAL TECH**

After completing two bachelor degrees at the University of Colorado at Boulder, Jason Veatch wasn't quite certain what he wanted to do professionally. He spent fifteen years in different technology management capacities with Boulder-based companies and decided to relocate to Ohio where he had family in 2009. Yet, after a few years, he was ready to return to Colorado. "No offense to Ohio, but it simply wasn't Colorado," he quips.

RETURNING HOME TO FREMONT COUNTY

When he decided to return to Colorado, he didn't need to look far. Jason grew up in Fremont County and decided to return home. "Fremont County is a special place," he says. "We constantly have people visit once—whether they are on vacation or simply passing through—who decide to move here."

When Jason first moved back to Cañon City in 2011, he initially took on various odd jobs but eventually landed a position in property management. "I really wanted to get back into a technical project management or marketing role," he relates. But at the time Fremont County simply didn't offer technology-related opportunities.

"Fremont County is a special place. We constantly have people visit once—whether they are on vacation or simply passing through—who decide to move here."

– Jason Veatch,
Fremont County
Tech Entrepreneur
and Channel and
Product Marketing
Manager at Cameyo

TechSTART

Fremont Economic Development Corp

2019 Member

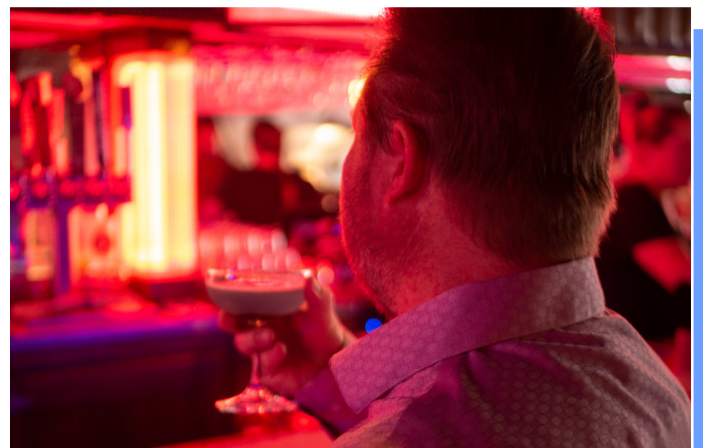
GETTING TECHSTART OFF THE GROUND

Things began to change when Jason met Brad Rowland, who had recently moved to Cañon City, and they began to brainstorm on how to bring the existing technology community in Fremont County together and facilitate its growth. “There actually were a number of tech-sector professionals living in Fremont County working remotely,” he comments. “But most of them didn’t even know each other—let alone network and collaborate.”

Conversations at the local coffee shop evolved into more definitive actions with the launch of the Fremont Economic Development Corporation’s TechSTART. The opportunity to be involved at ground zero was a special experience for Jason, who has served as the associate program director and site lead for TechSTART since 2017.

“TechSTART is a great chance for me to give back to the community,” he says. “Nearly every business in TechSTART is thriving. One of the biggest pluses is the networking and collaboration that takes place. For example, I recently had a conversation with our city manager

about the need for more fiber. We have numerous businesses and residents in town who lack high-speed internet. As the city is currently re-doing many of the streets in town, it is a great opportunity to lay fiber cable and access points. Even if we don’t need all of it today, it will be all there when we do.”




LEVERAGING HIGH SCHOOL INTERNS WITH PTECH

An important success for TechSTART has been its involvement in the high school internship programs for Cañon City High School and Florence High School made possible by a PTECH (Pathways in Technology Early College High School) grant. “Cañon City was the first rural school in the United States to be awarded a PTECH grant,” Jason notes. “This type of opportunity to work with local business technology leaders simply didn’t exist when I was in high school.”

TechSTART, which was one of the first organizations to be involved in the PTECH internship program, gives them the ability to learn about different technology jobs and to decide if the field is of interest before heading off to college or trade school. “For the first year of interns, I helped manage the program,” Jason relates. “It was really exciting to see them get involved with some

of the business leaders in TechSTART.” While another member in TechSTART took over management of the internship program after the first year, Jason has remained involved. “I’m hoping that we can hire a couple of interns for Cameyo next year,” he adds.



“TechSTART and our other rural tech initiatives are helping to revitalize the local economy by bringing jobs and dollars back into our community. It is an honor to play a role in making all of this happen.”

– Jason Veatch, Fremont County Tech Entrepreneur and Channel and Product Marketing Manager at Cameyo

HELPING TO TAKE FSLOGIX TO SUCCESSFUL ACQUISITION

In 2017, Jason began working for Rowland, the chief marketing officer at FSLogix at the time, in a part-time marketing and capacity. A fast-growth startup specializing in next-generation application-provisioning in virtualized environments, FSLogix was the technology opportunity Jason sought. “Jason was really the ‘jack-of-all-trades’ for us,” Rowland relates. “His knowledge of agile project management practices was particularly valuable. Jason takes ownership of everything he manages and is a great project manager.”

Jason was brought on board in a full-time capacity in 2018. As many on the team at FSLogix worked remotely, including Rowland and Jason, it was a perfect fit. Jason also joined FSLogix at the right time. The company was acquired by Microsoft in November 2018, and Jason played an important role assisting the FSLogix leadership team and Microsoft teams with various transitional projects—channel communications, global contract terminations, training events, and product redeployment processes.

“Cameyo is a true remote company. Our executives live in North Carolina, California, and Portugal, and our remote workforce is scattered around the country and globe.”

– Jason Veatch, Fremont County Tech Entrepreneur and Channel and Product Marketing Manager at Cameyo



TACKLING A NEW CHALLENGE AT CAMEYO

As his assignment at Microsoft was wrapping up, Jason was approached by the chief executive officer at Cameyo about a channel and product marketing management role. The company's cloud-native digital workspace solution enables secure delivery of Windows and internal web applications to any device from the browser without the need for a virtual private network (VPN).

"With the COVID pandemic and a majority of the workforce working from their home offices, the need for Cameyo is huge," Jason comments. "Many organizations discovered when their workforces started working from home that their VPNs simply weren't built to scale and were experiencing numerous outages and inordinately slow connections. In addition, some applications such as AutoCAD are resource intensive and simply will not run in constrained environments. Cameyo solves these challenges—enabling the remote workforce to remain productive without any application latency. Cameyo takes a completely different approach to security, separating worker devices from the corporate network."

While Cameyo was founded several years ago, it was only this year when the company began to invest heavily to scale the business. When Jason started in June 2020, there was a pile of things

to do and he hit the ground running. "We're building out a long list of programs to support rapid growth," Jason says. "The focus in the first few months has been on channel programs such as partner portals, a brand style guide, and new marketing and sales collateral."

Cameyo does more than talking about the remote workforce; it is the remote workforce. "Cameyo is a true remote company," Jason notes. "Our executives live in North Carolina, California, and Portugal, and our remote workforce scattered around the country and globe. Naturally, we run the company on our own solution at the same time."

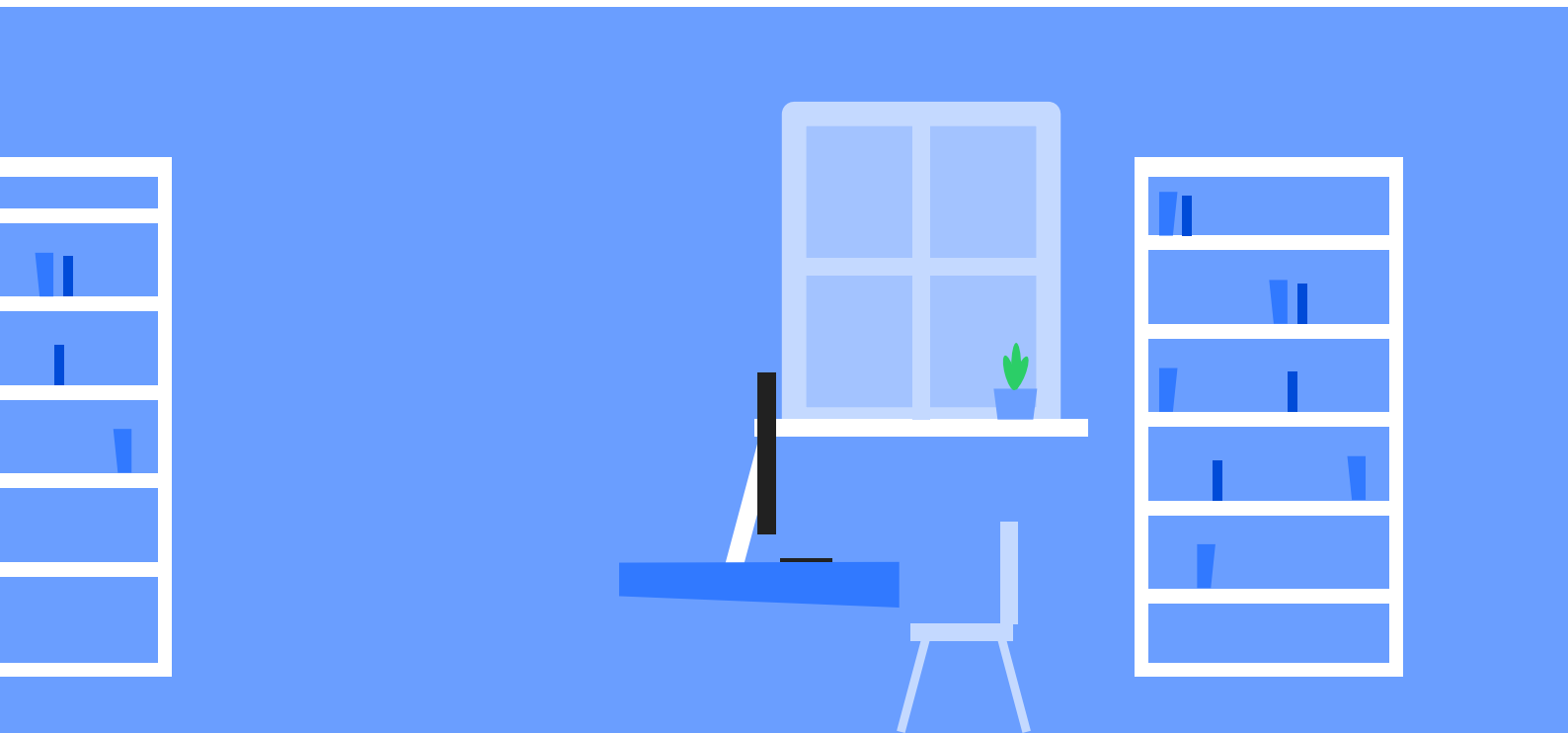


RURAL TECH ENTREPRENEURSHIP IN HIS DNA

Rural tech entrepreneurship is now engrained in Jason's DNA. Getting TechSTART off the ground took a lot of work. "Brad, others, and I 'pounded a lot of pavement' to generate awareness and engagement," he says. "It was really exciting to see the TechSTART community grow and interest and involvement in our weekly 'Tech Night Out' sessions gain momentum."

Even though Jason's employment has changed, he still maintains an office in TechSTART and works there several days a week. "The opportunities to network and collaborate with other technology professionals are immense," he says. "I constantly have conversations with other members that give rise to ideas that I hadn't thought about before—and wouldn't have thought of if I was simply working from my home office."

Jason remains "all in" on building further technology awareness and engagement in Fremont County and beyond. Since 2018, he has served as a co-convenor for the South Central Colorado Tech Sector Partnership (formerly the Upper Arkansas Tech Sector Partnership). He also joined the board for River Science, a company headquartered in TechSTART, where he also serves as treasurer. "Water conservation is a top-of-mind topic for



Colorado, and River Science is employing some ‘bleeding-edge’ technologies that makes some real advances,” Jason comments. “I am very pleased to be a member of the board of directors.”

The chance to return to his roots and the quality of life that Fremont County offers is empowering to Jason. “I have the best of every world,” he says. “TechSTART and our other rural tech initiatives are helping to revitalize the local economy by bringing jobs and dollars back into our community. It is an honor to play a role in making all of this happen.”

FEDC TECHSTART

Fremont Economic Development Corporation is a 501(c)6 professional economic development organization focused directly on business attraction, retention and expansion in Fremont County, Colorado. With an established and growing network of business, academic and governmental partners, we directly assist companies with competitive location or expansion projects by connecting them with the right people, the appropriate resources and the most meaningful and relevant information. FEDC’s TechSTART program is an award-winning tech sector co-working community, creating an innovation catalyst for rural Colorado.

FEDC TechSTART is a proud supporter of the Upper Arkansas Technology Sector Partnership, the second tech sector partnership in the state of Colorado.