

# EUC

# MAVERICK

## JOHN ROSSI

ADVENTURER & EUC  
CHANGE AGENT

IN THE HIGH-STAKES  
WORLD OF IT SERVICES,  
EUC MAVERICKS

**“CHALLENGE  
EVERYTHING”**

WITH IGEL

Each year IGEL awards the title of  
**EUC MAVERICK** to IT PROFESSIONALS at  
the top of their game.

## ★ MAV STATS ★

**NAME:** John Rossi

**OCCUPATION:** Director of Operational Improvement and IT, a.k.a. “Wearer of Many Hats”, a.k.a. “EUC Disruptor”

**NUMBER OF YEARS IN**

**TECHNOLOGY/EUC:** 30+ years

**FIRST JOB:** Chef at University of Illinois Urbana-Champaign

**HOMETOWN:** Chicago, IL

**FIRST CAR:** 1982 Chevy Caprice (an out-of-service squad car!)

**FAVORITE FOOD:** Chicago tavern-style (not deep dish!) pizza. (John and his friends were once on the hit TV show “Diners, Drive-Ins and Dives” at a local pizzeria located in John’s childhood neighborhood.)

**FAVORITE SAYING:**

“The two keys to being happy, healthy and successful are databases and dietary fiber.”

**HOBBIES:** Finding the next remote destination

# EUC MAVERICK: JOHN ROSSI

“As IT professionals, we can learn something from Dr. Seuss’ Green Eggs & Ham - don’t reject suggestions because you’ve never heard of them before or because they’re a little bit outside the box. You might be surprised.”

~ John Rossi

As Director of Operational Improvement and IT Systems for Chicago-based Prairie Management & Development, Inc. (PMD), whose core mission is focused on affordable housing, with interests in commercial real estate including arts and entertainment, and self-storage. Rossi has impact across the organization - with ongoing projects in company-wide IT refresh, strategic energy procurement, utility analytics, HR, and marketing, among others.

Since joining PMD in February 2019, Rossi has:

- Worked across the entire organization, **identifying opportunities for process improvement** for what he considers to be a “40-year-old start-up” that employs 250 people, with 50 of those individuals working from its corporate offices in Chicago, and the remainder working remotely.
- Eliminated technical debt and **met a critical and urgent need to modernize the organization’s outdated desktop infrastructure environment by bringing IGEL onboard** to simplify and secure the delivery of Citrix applications and desktops to its end users.
- Rebuilt the organization’s VDI environment and **pivoted Windows endpoints to IGEL OS to bring greater stability, reduce costs and eliminate the headaches** associated with updating, patching and maintaining Windows PCs. With IGEL OS, the organization needs less than one FTE to manage the entire endpoint infrastructure.

Since becoming an “EUC Maverick” Rossi continues to advocate for IGEL within his organization and throughout the industry as a whole. And, though he generally shuns company-swig, he loves IGEL swag! John says IGEL has legitimately cool swag. It was the now kind of legendary IGEL-branded baseball caps being handed out a Citrix-hosted event that first caught his attention and led to his relationship with IGEL.

“

**IGEL is impressive**, not just from a product standpoint, but because of the people and the relationships they develop with their customers. From the CEO, Jed Ayres, on down, the fact that everyone is invested in our success means a lot to me.”



## WHAT'S AN EUC MAVERICK?

EUC Mavericks are at the very top of their game **“CHALLENGING EVERYTHING”** in the delivery of cutting-edge IT services. John was inducted by IGEL into the **EUC MAVERICKS HALL OF FAME** in February 2022.