

## POWER TECH

## HOT WIRED

POKEWARE CEO MARYSE THOMAS' career began with a single dress—a dress worn by Heather Locklear on *Spin City*, that is. “I was watching the show, saw it, grabbed my camera and gave the photo to my assistant to find the exact dress she was wearing,” says the founder of the technology company that combines video content and contextual advertising, enabling online viewers to click on any item in a video for more information or for purchase. “We’re making it convenient for people to find what they’re looking for when they are watching video. It should be that simple. You should be able to find out what something is and get it,” says Thomas, whose clients include Gucci, the National Football League and Condé Nast.

When she’s not working, Thomas is busy training for marathons, planning her upcoming wedding or playing video games. “I still play video games just like a 14-year-old kid,” says Thomas, who splits her time between Manhattan and Minnesota. “I don’t know if I’ll ever feel grown-up.”

For now, though, Thomas has found her calling. “If I hadn’t chosen this career, I’d probably own a bar on the beach,” she says. “I could teach tennis during the day and entertain in the evening.”—JENNIE NUNN

## NEW YORK FAVORITES

**Power outfit:** “My staple outfit is my Oscar de la Renta shift dress with Jimmy Choo pumps and a sweater. And I just bought a pair of dark gray felt Louboutins.”

**Pit stop:** “I love Villa Pacri’s flash-seared grilled chicken. It’s a technique I’m trying to master at home, but I’m failing miserably.”

**Place for pampering:** “I like Caudalie Vinotherapie Spa in the Plaza and the Great Jones Spa. I get a 90-minute deep-tissue massage.”



Blouse, **Dolce & Gabbana**. 851 Madison Ave.; [dolgogabbana.com](http://dolgogabbana.com). Skirt, **Oscar de la Renta**. 772 Madison Ave.; [oscardelarenta.com](http://oscardelarenta.com). Shoes, **Christian Louboutin**. 965 Madison Ave.; [christianlouboutin.com](http://christianlouboutin.com). Earrings, **Ginette**. 172 W. 4th St., 212-627-3700



## POWER BRANDING

## Linked In

GARY VAYNERCHUK IS living proof of the power of social media. In the late 1990s, he helped turn his parents' New Jersey liquor store into a \$60 million online retailer called Wine Library, due in part to his blogging and video wine reviews.

Today the 35-year-old has Facebooked, tweeted and Tumblr'ed his way to countless TV appearances; a second book, *The Thank You Economy*, out this March; “Wine & Web,” his Sirius satellite radio show; and VaynerMedia, the branding boutique agency he cofounded last year with his brother, which has worked with everyone from PepsiCo to his beloved New York Jets.

“The world’s changing and it’s changing fast,” he says. “People who are slow to the market play catch-up. I’m sure Blockbuster wishes they had embraced new technology before Netflix did. There are a lot of people in the reactionary business. ‘Who’s doing

it best in our space? Show me an example and I will do it.’ That mentality is for second-place winners.”

Vaynerchuk’s claim for the next frontier? “I’m very bullish on texting,” he says. “I’m in love with this new company, Fast Society, a closed network where you can get 15 people from your phone onto a texting platform.”

But rather than just push, push, push, Vaynerchuk thinks more brands should be using sites like Facebook and Twitter to *listen*. “The fact that it’s OK for Bud Light or Pepsi or Pringles to speak to you on Twitter, and customers accept them and even enjoy speaking with brands—that’s crazy!” he exclaims. “That’s why *The Thank You Economy* talks to manners marketing—it’s like, give a crap, and you’ll be stunned what happens. Now that word-of-mouth is so powerful, good deeds and gestures have much more value.”—JILL SIERACKI