

**Company:** Perficient, St. Louis, MO  
**Company Description:** Perficient is the leading global digital consultancy. Our strategists, designers, technologists, and engineers enable the world’s largest enterprises and biggest brands to boldly advance their business and drive real results through the power of technology. We shatter boundaries, obsess over outcomes, and forge the future for our customers.  
**Nomination Category:** Podcast Categories  
**Nomination Sub Category:** Shows - Technology  
**Nomination Title:** What If? So What? Podcast



1. The date on which this nominated podcast was first distributed or otherwise made public:

The podcast was first distributed on January 11, 2020. These episodes were released on January 22, 2025, February 5, 2025, and February 19, 2025

2. Describe the podcast and its output since the beginning of 2023 (up to 200 words):

**Total 122 words used.**

The What If? So What? podcast explores the real-world impact of digital innovation through interviews with business leaders, digital strategists, and tech professionals who are passionate about AI, digital transformation and disruption, and innovative strategies for solving real-world business challenges. Each episode offers practical tips and thought leadership.

Our host, Jim Hertzfeld, VP of Strategy, brings an engaging and insightful approach to these conversations. We’ve welcomed leading voices such as Mark Cuban (Entrepreneur & Investor), Brian Solis (Head of Global Innovation at ServiceNow), Chris Duffey (Adobe’s Head of GenAI), Neil Hoyne (Google’s Chief Strategist), May Habib (CEO of Writer), Kate O’Neill (Tech Humanist & AI Ethics Expert), Scott Brinker (HubSpot’s VP of Platform Ecosystems), and Efi Pylarinou (Global Fintech & Tech Influencer).

3. Optionally you may list the creative and production credits for your nominated podcast - the people who help to bring it to life. People such as, among others: Advertising Agency/City: Client: Art Director: Audio Engineer: Cinematographer: Creative Director: Designer: Director: Host(s): Illustrator/City: Music Producer/City: Photographer/City: Printer/City: Producer: Production Company/City: Programmer: Videographer: Writer: Web Development Firm/City:

Jim Hertzfeld, Host

Tracy Mueller, Producer

Joe Wentzel, Announcer

**Attachments/Videos/Links:**

[What If? So What? Podcast](#)

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