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In the Spotlight: Hugo Borda

Hugo Borda, senior vice president of technology and engineering, Corcentric

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If you could trade places with one person for a day, who would it be? Larry Ellison, Oracle's CEO.

What's your best habit as a leader? I love to coach and pass along as much knowledge that I can. I was fortunate enough to have previous colleagues mentor me throughout my career — a habit I thankfully picked up. Being part of someone else's development, no matter how big or small, and helping them rise to their true potential is a gratifying feeling that stays with you.

What's your worst habit as a leader? I assume everybody loves technology just as much as I do.

What's the most common financial mistake people make? Not planning enough for retirement. This is a problem many don't think of until it's far too late.

If you could automate any process in the world, what would it be? The process that makes health care reachable to the entire world population. Today, we talk about how the entire world has collapsed into "one economy," imagine if we could collapse into a more humanitarian view as well.

What's your biggest extravagance? Flying hang-gliders

What's been the most important software development in the past 30 years? Search engines. They have hugely transformed the way people operate and the way in which younger generations "learn."

Where is your favorite vacation spot? Tokyo, Japan

Which businessperson would you most like to dine with? Bill Joy, Sun Microsystems. I would want to ask Bill, point blank, "What is the next Big Thing in technology?"

What word or phrase do you most overuse? "Let's go" or "Let's do it."

What's one thing you can't live a day without? Doing some sort of activity that requires critical thinking. I think it's important to always be challenging yourself in order to keep your problem-solving skills sharp and creative. This is a huge benefit in any business setting, but especially in technology.

Best lesson from a mentor? There is no limit to what I can do or who I can become. It's a matter of finding and maintaining the right attitude.

Which D.C.-area business leader do you most admire? Magid Abraham, comScore

What is one thing about which you are consistently dishonest with yourself? Telling myself I won't check email while on vacation

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