



Flashback

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Five Minute Interview



Deri Jones, CEO of SciVisum, takes the hot seat this week as *MicroScope* fires questions at him

What is the best book you have ever read?

Solzhenitsyn's *A day in the life of Ivan Denisovitch*. When things seem tough, this tale puts things back in perspective.

What is the thing most people do not know about you?

My second cousin is JPR Williams, the 1970s Welsh rugby legend.

What temptation can you not resist?

Have I got news for you, the BBC news web site, Yorkie bars, overtaking, snoozing on train journeys, dry German wine, Wikipedia, Marston's Pedigree, *Hornblower* on DVD, early Fleetwood Mac and Santana; Lara Croft!

Which bit of technology would you want with you if you were stranded on a desert island?

An electric guitar, with solar batteries to power the digital FX box I have that, despite everything, makes me sound like Clapton.

Who helped you get to where you are today?

The University of K*nt. It risked giving me my first managing director role back in 1993 with the UK's first Internet service provider which had spun out from its computer lab.

My first car was a workhorse 25-year-old mini; I now drive a workhorse 25-year-old BMW motorcycle, so no change there then...

Why are you good at your job?

I'm authoritative, not authoritarian.

What was your first car and how does it compare to what you drive now?

A workhorse 25-year-old mini; I now drive a workhorse 25-year-old

BMW motorcycle, so no change there then...

If you could be someone else for a day who would it be and why?

Tony Blair. I'd bring in a law to cap the annual management fee at 0.5 per cent for the pensions and funds we all buy from the City. That might transfer some of the silly City bonus money back to the folk like us who actually add value.

Who would you least like to be stuck in a lift with?

My father-in-law. He's a retired German soldier, and two hours of nothing to do but arm wrestling and his 'creative' assortment of tests of strength would leave me humiliated (or hospitalised). Still, at least there would be no drinking games to lose.

If you could be any animal for a day, what would you be?

My kids would go to town on this one; for me, any bird that does the continent crossing thing must have a fantastic view of the world. ■