

New IT Industry Campaign: Outsource To Detroit

September 29, 2011 9:43 PM



A group of Detroit IT industry leaders met Thursday with an Obama Administration representative and continued the work toward what will be a national branding effort for the area's IT development industry — "Outsource to Detroit."

Representatives of GalaxE.Solutions, American Axle, [Volkswagen](#) of America, Detroit Edison, Blue Cross and Blue Shield of Michigan and Quicken Loans met with Michael Strautmanis,

who has the title deputy assistant to the president and counselor for strategic engagement to the senior advisor, about Detroit's growing role as an onshore IT development hot spot.

"They are listening very closely to our descriptions about how some of the offshore firms are having problems with [quality](#), and the opportunity from a business standpoint to bring jobs back to the United States — based not on having the lowest cost, but delivering the highest value, which is based on quality," GalaxE CEO Tim Bryan said.

Bryan said the Obama Administration is "very interested in supporting private initiatives" to bring work back onshore and boosting exports.

Bryan said GalaxE's Detroit office at 1001 Woodward will soon be festooned with a 10-story-tall Outsource to Detroit banner. He called it "a signal to the city and the country that a part of Detroit's future is going to be in IT."

New Jersey-based GalaxE currently takes up three floors of the former First Federal of Michigan headquarters and has an option on the entire building. It currently has 125 employees in Detroit.

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