

Crain's Detroit Business

March 19, 2001

WHO'S WHO IN TECHNOLOGY

TION SPECIAL SECTION SPECIAL SECTION SPECIAL SE

Jacques Habra, 27

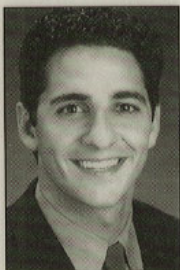
CEO

Web Elite Inc.

Ann Arbor

Only the Internet economy could transform a liberal-arts student's hobby into a business that employs 40 people and records annual revenue of

\$3.4 million.



When Habra was a senior majoring in English and philosophy at the **University of Michigan** in 1995, he realized the World Wide

Web was more than an academic experiment. It had commercial value. So he taught himself the basics and started developing sites while still in school.

In 1996, he developed sites for UM. He started working for **Sun Microsystems Inc.** in 1997 and **Wells Fargo and Co.** in 1998.

Web Elite, which currently has 12 clients, hasn't felt the effects of the Internet sector's downturn, Habra said. In the past six months, it has added 15 employees. He attributes that to Web Elite's specialty in building applications within a company rather than business-to-consumer sites.

— Jeffrey Kosseff