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Among Des Moines business leaders, Justin Wise is in a class all his own. I met Justin when I interviewed him for "Three Minutes in the Chair." It's a weekly segment I used to host on Channel 13. "Who's this local guy with 20,000 Twitter followers?" I wondered. The answer is both simple and complex, much like Justin's business model. As the founder of Think Digital, Justin uses social media platforms to grow his clients' businesses and to enhance their relationships with current and potential customers. It's a process. It takes knowledge and finesse. It's successful because of its simplicity.

Justin put the genius of his approach on display when I asked him to participate in the Greenlee School's Futures Forum at Iowa State University last spring. Surrounded by tech/social media savvy college students and professors, and public relations and marketing experts with decades of experience, Justin sat on a panel and shared his expertise and advice. His perspectives were among the highlights of the event.

Many people who attended the forum now refer to Justin as a "social media guru." He's also a Des Moines guru. Justin is a native son who saw past the illusion of greener pastures. He and his wife raise their three children here. It's his playground, and he's right there alongside the next generation of locals who are transforming Des Moines into a city that is sought after as a hub of tech and social media innovation.

Simply put: Justin Wise gets it. His passion for our city is obvious, whether he's helping a local business or organization or chatting with guests on his new podcast about what makes Des Moines so wonderful. And don't blink… because before you know it he will have gained more followers. Today, it's up to 41,000. Most of them aren't from around here. But because of Justin Wise, they think Des Moines must be a pretty cool place to live.

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