

BofAML Tech Summit Howard Boville (Website)

Howard Boville: [00:07](#) I'll give two pieces of advice instead of one advice. Firstly, there's a profound difference between communication and comprehension. So, ensure that what you're communicating is being understood by the person that you're communicating to. And secondly, ensure that you're understanding what's being communicated to you in the way that it's been intended. And if you do that, you'll get your solutions correct.

Howard Boville: [00:25](#) And the second is have the actual moral fortitude and courage to push back and ensure that what you're doing is going to lead to a purchase order. You're not a charitable institution, we don't expect you to be so. So, be striving for that first purchase order.

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