



## **What is your business and what makes it successful?**

**Ever hear of Salesforce.com?** We help B2B sales and marketing leaders identify & capture new revenue opportunities by optimizing their supporting processes and systems. The problem we solve for is when clients tell us their platforms like Salesforce.com and systems that tie into Salesforce.com are not showing a return on their investment. Our clients get frustrated when vendors keep wanting to sell more SaaS CRM or lead generation software, yet the software they have in front of them is not utilized properly.

The analogy I use is a 'gym membership'. Companies buy a 'gym membership' (Salesforce and systems like Hubspot, Pardot, Marketo) expecting to get in revenue condition. But a gym membership doesn't get one in revenue condition; my team are certified personal trainers in the system, we'll not do the workout for you but show you how to do the workout to maximize your investment in the gym membership.

My global team of seven averages 15+ years business experience which is unusual relative to our competition. We focus primarily on healthcare, financial services and high technology mid-market clients. We're a Veteran owned business and we honor our commitments and word.

## **What inspired you to join the EO NJ community?**

**Another EO member.** In Brandon Webb's 'Total Focus' book, he talked about transitioning from being a Navy SEAL to failures and successes of running a commercial business. Brandon, who is an EO NYC member, referenced EO in 'Total Focus' as the 'Special Operations of Commercial Business best practice'. Based on his suggestion in the book, I decided to join EO. That was last year – as an Accelerator, I've attended Nerve in Buffalo and a few EO events in addition to our Accelerator events.

## **What's your biggest lesson learned as an entrepreneur so far?**

**Continuous Improvement.** In the 7 years of my business, the one lesson I've learned so far – there are no big lessons – there are a series of non-stop, smaller lessons that I've learned by constantly testing, refining, failing, and ultimately learning. You have to keep pushing even in the face of adversity to learn.

## **What are your core values as an entrepreneur?**

**Customer first.** We are very centered on doing the right thing for the customer, and disconnecting from a vendor viewpoint. We are vendor neutral.



**Ethical.** As a Veteran owned business, we are no more or no less ethical than others but I expect my team and I do deliver on our word.

**Give back.** In addition to being a Veteran owned business, we donate a percentage of our profits and time supporting war wounded veterans in a program designed for them to start their business.

### **Are there unexpected rewards you get from entrepreneurship?**

Prior to owning my business, I've been a Chief Marketing Officer in both public and private companies for 10 years. Now I'm helping CMOs and CROs with their business. It's been rewarding to help others in similar roles and it's a different type of pressure than in times past. When I'm not busy flying around speaking at conferences or in front of prospects or clients, I enjoy (along with my team) doing work 'in the cloud' where we don't have a commute, we're all remote.

### **What is an accomplishment you are most proud of?**

I've not lost my sanity (yet) with raising twin 17 year old daughters, owning a female adopted dog who doesn't like me much, and having a beautiful wife of 27 years. Ask me this same question next year, though, as twin\$ (hopefully) head off to college.

### **Why did you start your company?**

**Frustration as a CMO.** I have an extensive personal network and no one in my network could help me solve the problems I solve for others today. I went into it as a 'test' for 6 months and successive 6 month increments. 7 years later, here I am.

**Is there anything of a personal nature you would like to share to help other EO NJ members get to know you better?**

One of my daughters and I attended Macy's Thanksgiving Parade last week – was the coldest parade on record! We had a blast though while the other twin stayed home under her warm bed covers.

We're also a big college basketball fan family – I've attended 5 final fours (3 men's, 2 women's) and my undergraduate team UConn has won in all 5!

When I served on active duty for four years, I jumped from planes.



