# Reflections... Lessons Learned

**Bill Seibel**
*CEO*

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# Background

- IT Director – Air Products & Chemicals
- Start-ups
  - Contributed:  > 50
  - Boards:  39
  - Executive:  11 (> 100 team members became CEO's)
  - CEO:  7
  - Founding Team:  4
    » Cambridge Technology Partners
    » ZEFER
    » Mobiquity

# Mobiquity

- Launched April 2011
- Enterprise-class Mobile Solutions
  - Strategy
  - Design, Build, Deploy
- 150+ Clients in F1000
- By the end of this month...
  - 11 Offices
  - 350 Employees
- 2013: $40M

**Best in Biz**
AWARDS

*"1 of 9 Top Tech Start-ups to Watch in 2012"*

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INNOVATION
AllStars 2012
TECH LUMINARIES ★ RISING STARS IN BUSINESS
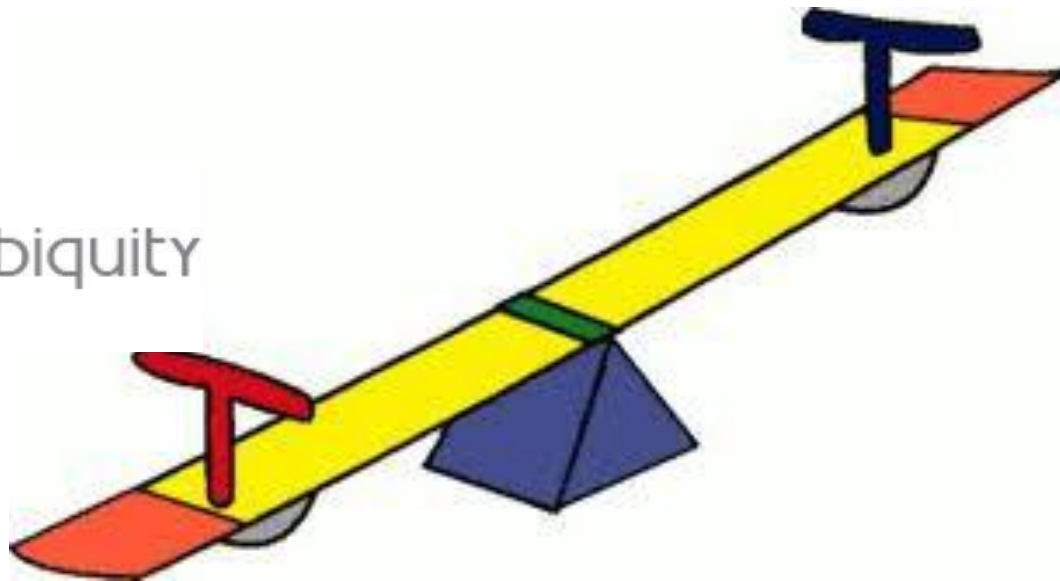PRESENTED BY
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# Tech *Rocket Ships*

- Akamai
- Computer Associates
- Cognizant
- Facebook
- Google
- Microsoft
- Oracle
- Renaissance

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# Reflections... Lessons

# Focus.

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# Get good at executing Plan B.
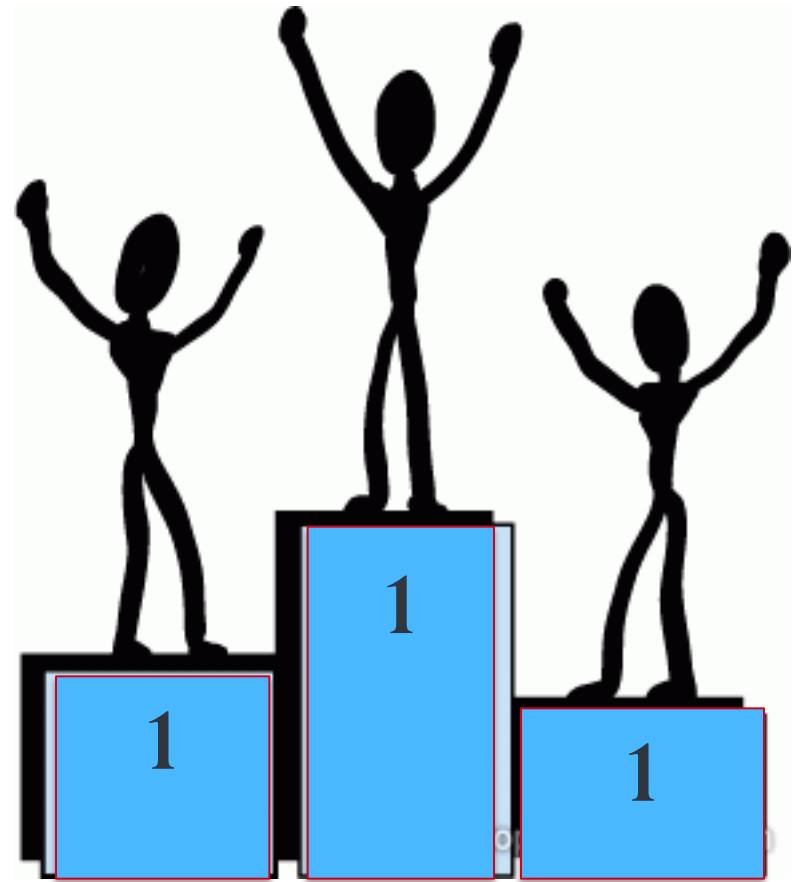
Hire only
nice people.

and… always do the 'Right Thing'.

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**Everyone** is in Sales.

and….. Sales is the art of overcoming objections.

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There is no such thing as a Tier 2 Customer.

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Don't start a company unless it's an obsession. If you have an exit strategy, it's not an obsession.

# Thank You!

**Bill Seibel
Founder and CEO**

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