



Creating a Technology Services Company

IEEE Boston Entrepreneurs'
Network (ENET) &
IEEE Boston Consultants'
Network (CNET)

January 3rd, 2012

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How I Got where I am Today?

- From a family of entrepreneurs
- Got laid off from my first “Corporate Role”
- Found a job the next day
- Worked for a new technology company - Autographix
- Gained experience
- Made the move to start my own business

- 28 employees
- Recognized as one of the top Interactive Agencies in the country by the clients we serve
- Industries we serve
 - Technology
 - Business and Financial
 - Education
 - Consumer
 - Healthcare
 - Manufacturing



PPT
Presentations



Graphics and
Diagrams



Templates



Flash and After
Effects



Interactive
Tools



iPad
Solutions



Websites and
Microsites



Digital Ads

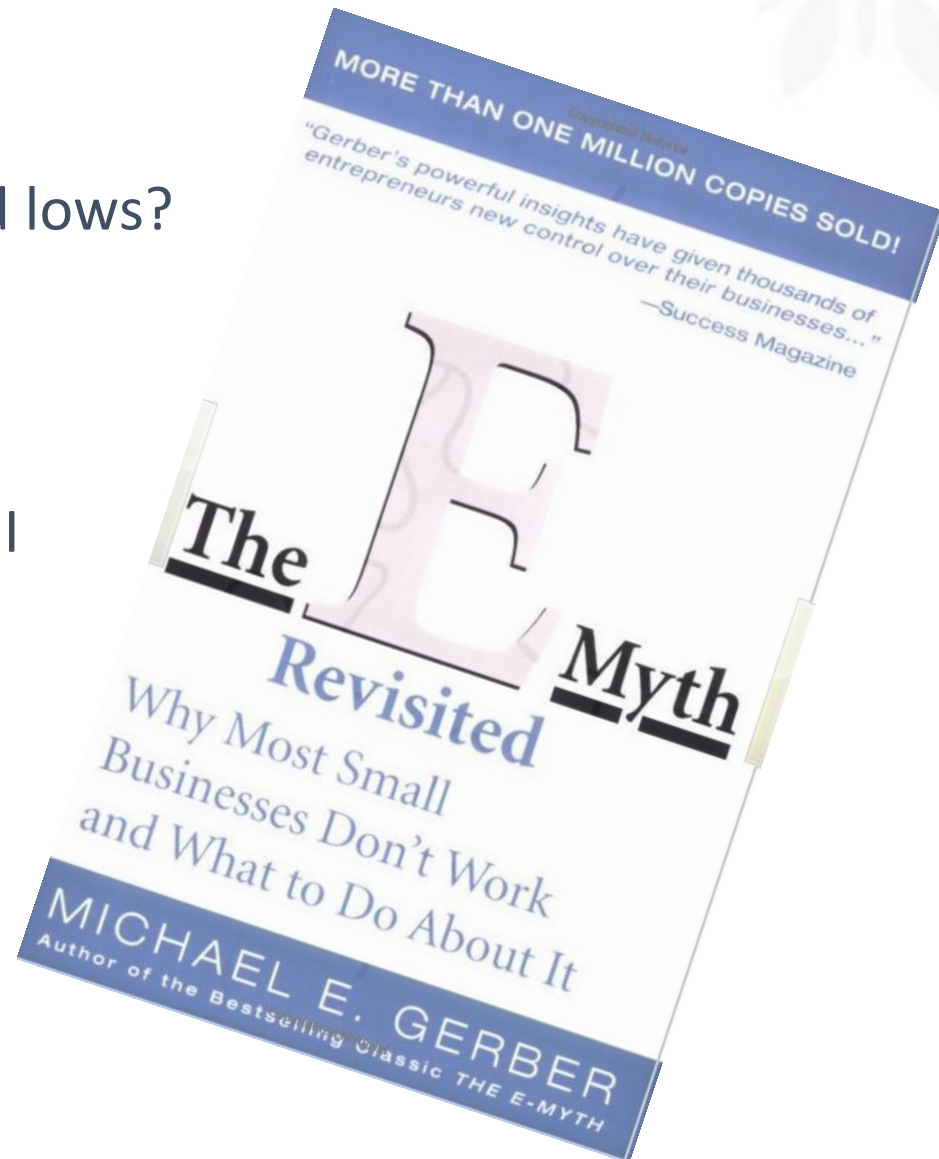


Events
Media

1. Starting Your Business
2. Marketing
3. Making the right hiring and firing decisions

Starting Your Business

- Key – do something you like
- How will you ride the highs and lows?
- Determine the roles
- You can't do everything
- The E Myth – How it helped CGI



- Determining roles is SO IMPORTANT
 - Sales – not delivery man
 - Creative stand in at times – does not work
 - Accounting
- You can't do everything
 - 7 years to hire 1st sales rep
 - Growth begins
 - How to handle the growth
- Duplicate the successful experiences
 - Learn from the mistakes
 - Write down the successful processes and stick to them

- A “start-up’s” take at Marketing 101
- You need to be creative
- You have to promote the #1 Asset you have – YOUR WORK
- Referrals are key
- Avoid the rollercoaster – HOW?
- Customer service = Marketing
 - Everybody plays a part in the marketing
 - Answer the phone – with a smile – WHY?
- Clients love consistency

- Your team is your future, treat them that way
- You are the boss, but you're not always right – LISTEN
- Set up a culture of IDEA Promotion
 - The \$25 idea!
- Be open to new technologies
 - PC, desk and phone for everyone
 - Technologies (fax, email, phone systems, network, T1 lines, email marketing, social media)
- Outline clear goals for everyone

- Beware of the sharks
 - Nonperformers/complainers – show them the door
- In any business, especially a service business
 - If they are not contributing to the success of the company, they need to go fast