



EY Entrepreneur Of The Year[®]

National awards magazine | *November 2018*

Data driven

Brad Keywell, CEO of
Uptake Technologies, Inc.,
makes the world work better
through predictive analytics.



EY

Building a better
working world



**EY Entrepreneur
Of The Year®**

Congratulations, mold-breakers!

We are proud to honor the
Entrepreneur Of The Year®
2018 Award winners.

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Honoring entrepreneurs who break the mold

Every year when we meet the nominees for the Entrepreneur Of The Year® Award, we can't help but be impressed by their originality, foresight and relentless determination.

Our Entrepreneur Of The Year 2018 Award winners are stellar examples. If something didn't exist, they built it. If there was no plan, they created one. They have looked for new solutions and possibilities, rethinking the way we live, work and play.

In the process, they've created products, services and jobs that drive exceptional economic growth. They've built some of the world's most enduring companies – surpassing US market performance in revenue growth, job creation and longevity – while developing innovative solutions to the most vexing challenges that society faces today.

They are not afraid to depart from old ways of doing business. In this magazine, we celebrate these mold-breakers and the bold thinking that inspires them to change our world in new, unexpected ways.

Taken as a whole, our 231 award winners representing 187 entrepreneurial companies accomplished remarkable things in 2018:

- ▶ They employed more than 213,000 people and achieved job growth of 46%.
- ▶ They generated revenue of more than \$66 billion, with revenue growth surpassing 56%.

The panel of independent judges who selected this year's finalists and winners used a balanced scorecard that considers revenue, profit and employment growth. The judges also consider the entrepreneurs' overall lifetime achievements, their approach to innovation and future growth, their commitments to building strong teams and sustainable businesses, and their enthusiasm for giving back.

We're also proud to celebrate this year's 14 EY Entrepreneurial Winning Women™ from the US and Canada. Selected by independent judges for the potential they have yet to reach, these impressive women founders will now find the support and community they need to scale their companies to market leadership.

And we're very excited to introduce this year's national overall award winner, Brad Keywell, CEO of Uptake Technologies, Inc. Since founding the predictive analytics software company in 2014, Keywell has kept his team focused on translating data collected through the Internet of Things into actionable insights that help companies improve operations. Under his leadership, Uptake now employs 750 individuals who have embraced his vision of pushing society to the frontier of efficiency by encouraging people and the tools they use to work at their best.

Together with our national sponsors, SAP America, Merrill Corporation and the Kauffman Foundation, please join us as we honor the Entrepreneur Of The Year 2018 Award winners who join the ranks of our nearly 10,000 US program alumni.



David Jolley
EY Americas
Growth Markets
Leader



Debra von Storch
Americas Director,
Entrepreneur
Of The Year

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Entrepreneur Of The Year® magazine

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Entrepreneur Of The Year
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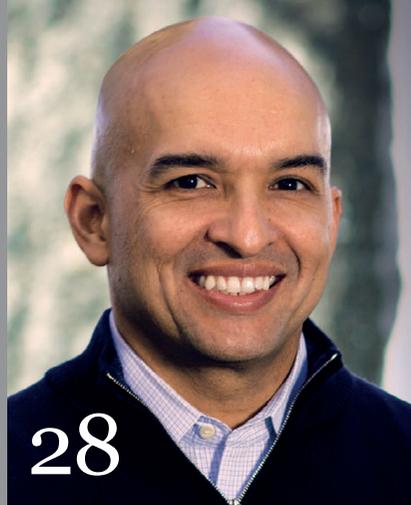
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Know a high-growth entrepreneur? Nominate him or her!

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Entrepreneur Of The Year 2018 national judges



Meet the judges

Jodi L. Berg, PhD, Vitamix Corporation

Sarah Biller, FinTech Sandbox

Jeffrey E. Braverman, Nuts.com

Greg Brown, Learfield

Vance F. Brown, Cherwell Software

Paul J. Carbone, PPC Partners

Gregory J. Celestan, Celestar Corporation

Rami Elghandour, Nevro

Greg M. Graves, Burns & McDonnell

Steven D. Gray, RSP Permian

Craig Hall, HALL Group

Cordia Harrington, The Bakery Cos.

David Heath, Bombas

David Hung, MD, RePharmation

Frank M. Jaehnert, Brady Corporation

Tripp Johnson, TPG Real Estate

Jonny Jones, Jones Energy, Inc.

Sunnie S. Kim, Hana Financial, Inc.

Calvin H. Knowlton, BScPharm, MDiv and PhD, Tabula Rasa HealthCare, Inc.

Jessica LeCroy, Strategic Impacts Consulting

Eric D. Long, USA Compression

Jason McCann, VARIDESK

Ferdinand Niederhofer, GSO Capital Partners/
The Blackstone Group

Paul Palmieri, Grit Capital

Silvia M. Perez, 3M Drug Delivery Systems Division

Arvind Pradhan, P & C Group 1, Inc.

Annette Rodriguez, Warburg Pincus

Andra Rush, Rush Group of Companies

Carolyn E. Saacke, NYSE

Mark Stagen, XLN (Executive Leadership Network)

Ron Suber, Prosper Marketplace

Kristy Taddonio Mullins, Mile Hi Companies

Jeff Thomas, Nasdaq

Denise Tormey, PlanNet21

Charlie Vogt, ATX Networks Corp.

Dale M. Wollschleger, RPh, ExactCare Pharmacy

Phoebe A. Wood, CompaniesWood





Exceptional ingenuity, *extraordinary* *growth*

Since 1986, we have celebrated the accomplishments of nearly 10,000 entrepreneurs across the US as they change our world in unexpected ways. In *Entrepreneur Of The Year* magazine, we embrace the success stories of 2018 with an appreciative nod to the 32 years of honorees who came before them.

This year:

- **231 winners** were selected from a pool of more than **1,439 nominees**.
- These winners come from **187 companies**.
- They collectively employ **213,398 people**.
- **92%** of winning leaders have **postsecondary education**.
- More than **5% are veterans**.
- The winning companies experienced **job growth of 46%** this year, up from 20% for the 2017 class.
- They have global revenues of more than **\$66 billion**.
- Of this year's winning companies, **85% are privately owned**.
- **26% are emerging companies**, in existence for five years or fewer.

They are a varied group, but they're bound by a common thread: they dare to do things differently. Join us as we celebrate their exceptional achievements, applaud the contributions they've made in the past and look forward to their future accomplishments.



Highlights of the Class of 2018 – nominated companies:



\$158b

Total revenues



35%

Revenue growth
year over year



522,029

Total employed



Entrepreneur Of The Year alumni form the most influential, innovative and exclusive network of entrepreneurs in the world. Connect with your fellow winners at ey.com/us/eoy/alumni.

Overall award winner

Emerging

Transforming business through data

Award winner_ Brad Keywell

CEO

Uptake Technologies, Inc.

Chicago, IL

Founded: 2014



Brad Keywell has built Uptake Technologies into a powerhouse software company by gleaning deeper insights from the Internet of Things.

“One of the biggest misconceptions in technology is that we have to choose between profit and purpose.”



Brad Keywell could have eased up on the throttle after founding six successful companies, including e-commerce giant Groupon. But that’s not in his DNA, especially when he sees an opportunity to start a software company that could transform the world of business.

“Six years ago, I saw a clear pattern,” Keywell says. “Sensors had been installed across industries, yet the resulting data was not being used.” He envisioned a software company that could combine these sensors with today’s ubiquitous connectivity and the vast, low-cost storage potential of the cloud. The resulting data and insights would then be used to help companies in asset-centric heavy industries improve operations.

After sketching out the AI platform that would power his vision for a business capable of challenging the industry status quo, Keywell founded Uptake in 2014. Since then, he has helped the company focus on making many of the world’s industries more productive. Uptake has grown rapidly, from 50 to 750 employees, and it now counts such global giants as Berkshire Hathaway Energy and Caterpillar among its industrial clients, achieving unicorn status – a valuation of more than \$1 billion – in just its second year.

Addressing issues of consequence

Uptake has seized a competitive edge by demonstrating that it can deliver value quickly. For example, only weeks after one



750 Employees today

50 Employees four years ago

8 Industries

650% Increase in revenue, 2015-17

client plugged its systems into the Uptake platform, the software predicted that a major mechanical failure was about to occur. As a result, the customer was able to fix the malfunction proactively, saving \$250,000.

By itself, this would represent a powerful value proposition. Indeed, simply solving the issue of machine downtime would save global businesses up to \$647 billion per year. But Keywell is not satisfied with just improving business performance.

Steering Uptake to “address issues of consequence, not convenience,” he has also strived to make sure Uptake pursues a vision of “a world that always works, and a world that works at its best, cleanest, safest and most secure at all times.”

The potential upside is tremendous, Keywell says, citing a World Economic Forum study that estimates the digital transformation of industries – enabled by companies like Uptake – will create more than \$10 trillion in value for society by 2025 via consumer benefits, reduced CO₂ emissions, jobs created and lives saved.

Profit and purpose

Uptake’s AI platform builds upon and integrates existing data, making its data science and machine learning models even more insightful and predictive. Keywell fully embraces the potential of AI, but he also refutes predictions that it will take away jobs from people in the business world of tomorrow. ►



Sunday night emails

Given his view that people play a key role in AI companies, Keywell goes the extra mile to make sure Uptake's employees understand his vision. As part of a 2016 New Year's resolution, every Sunday night he sends an email to everyone in the company. He calls these letters his "Sunday Thoughts" in which he attempts to give each employee "a snapshot of his mindset" and offer "consistent calibration of where we're headed and why."

In keeping with his focus that AI should change the world for the better, Keywell also emphasizes that Uptake needs to be a force for good in the world.

"One of the biggest misconceptions in technology is that we have to choose between profit and purpose," he says.

► "We believe AI and emerging technologies will augment human intelligence, thus enabling people to do more – not negate their employment," he says, citing the example of a mine in Sweden. After the mine was automated, the workers didn't lose their jobs. Instead, they now sit in front

"In the world we envision, one that always works, there doesn't have to be a choice between what's good for business and what's good for citizens or the environment."

To that end, he founded Uptake.org to leverage the company's data science models and its talent for social good. For example,

*Uptake's vision:
"a world that always works, and a world that works at its best, cleanest, safest and most secure at all times."*



of computers, operating a remote robotic loading process.

While he acknowledges that the employees of tomorrow need to learn new skills to thrive in a world dominated by AI, Keywell views this educational necessity "not as a burden, but an opportunity."

Moreover, he believes this education should go far beyond just learning coding skills. The company training program, called Uptake University, offers courses on philosophy, conscious leadership, interviewing 101 and how to create cocktails. The reason is simple, he says: "Continuous, rigorous learning gives individuals an edge."

one application helps anti-human trafficking groups identify patterns of coercion in victims' data.

In 2011, Keywell also founded Chicago Ideas, a year-long program that draws some of the world's most courageous storytellers to share ideas and "instigate impactful action."

Programs like this are just one way Keywell is trying to transform the world, by helping people share great ideas and better leverage the insights gleaned from the Internet of Things. ■

finalists



Eddy Lu

Daishin Sugano

Eddy Lu

Co-Founder & CEO

Daishin Sugano

Co-Founder & Chief Product Officer

GOAT

Culver City, CA | Founded: 2015

Not every entrepreneur launches a successful business right out of the gate. In fact, even the best have experienced failure before achieving success.

Consider the path followed by Eddy Lu and Daishin Sugano. The college acquaintances quit their jobs on the same day, setting out to fulfill their ambition to start a company.

After a string of failed startups, the two found the inspiration for a successful online business model after a bad experience with an online retailer. Sugano had ordered a pair of expensive sneakers online, only to learn they were not authentic.

When the retailer's customer complaint process proved ineffective, he and Lu launched their own online retail business: a premium marketplace for buying and selling authentic sneakers. Named GOAT after the phrase "greatest of all time," the company requires that all sneakers sold via its platform are verified as authentic before being mailed to the buyer.



Bill Smith

Shipt, Inc.

Founder and CEO

Birmingham, AL | Founded: 2014

It was no surprise when Bill Smith entered the business world immediately after graduating from high school. After all, when he asked for a briefcase for his fifth birthday, it was fairly clear that he was destined for a business career.

Starting an online grocery business in Birmingham, Alabama, instead of Silicon Valley was a surprising choice, however. Then again, Smith has never lacked for perseverance. He had launched several companies before finding the right model with Shipt. Originally intending to facilitate same-day delivery of a wide range of retail products, he quickly realized that orders for big-ticket goods from Target, Home Depot and Walmart were too inconsistent.

That wasn't the case with same-day deliveries of groceries and household items. Smith launched a low-budget social media campaign, which prompted 1,000 people to sign up for Shipt in three weeks. He then began forging strong relationships with key players in Shipt's ecosystem to make sure that customers came back for more.



Lance Crosby, Esq.

StackPath

Chairman and CEO

Dallas, TX | Founded: 2015

As one of the first to see the cloud's potential as a platform for business, Lance Crosby also recognized that without robust cybersecurity measures, the cloud would never fulfill that potential.

After selling SoftLayer, the cloud infrastructure provider he founded, to IBM, Crosby set out to build a defense platform that would block hackers and malware from penetrating the cloud. Enter StackPath. A platform of secure internet devices built at the cloud's perimeter, StackPath enables developers to move forward with cloud-based solutions such as web publishing, media streaming and others.

StackPath relies on artificial intelligence to flag and block suspicious activity, which is then verified by humans to confirm it's a legitimate threat. Crosby, who has focused on building a diverse executive leadership team and actively encourages more women developers to start careers in technology, has also taken an interest in helping entrepreneurs get off to a fast start. Crosby routinely engages four full-time employees to seek out and help IT startups.

Pop philosophy

Award winner **David Barnett**

Founder and CEO

PopSockets LLC

Boulder, CO

Founded: 2012

PopSockets inventor and CEO David Barnett is making mobile phone users a little happier every day.

How did a philosophy professor go from exploring the inner workings of the human mind to creating an entirely new category of mobile device accessories?
“Philosophy is just clear thinking,” says David Barnett, the Founder and CEO of PopSockets.
“It’s that same drive to figure out how things work,” he says – to grasp “the fundamental building blocks of the universe.”

The company he built makes a phenomenally popular collapsible attachment that can be used as a grip, stand and cord wrap. Available in a seemingly endless array of patterns and colors, the customizable accordion-style doodad also satisfies consumers’ fidget needs and desire to express their personal style. It has proved so popular, PopSockets has experienced astounding growth of 800% per year since its launch in 2014.

Consumer Products and Retail

Indulging innate curiosity

Barnett insists he is not a technology or gadget freak himself – “I don’t care to have the latest smartphone” – but when he found himself with nowhere to store his earbuds, his innate curiosity and desire to find solutions kicked into gear. He glued two large buttons to his phone to create a cord wrap, then started tinkering with ways to get the buttons to expand and collapse, and quickly settled on the accordion as the simplest, most comfortable solution.

He believes he came about his entrepreneurial instinct naturally. “I think it’s genetic,” he says. “My grandpa had it.” His grandfather, an executive at the now-defunct media company MCA, showed Barnett what it meant to have the entrepreneurial drive. “It’s just a bug to create and accomplish things,” he says. ►



A man with a shaved head, wearing a blue denim button-down shirt, is smiling and looking towards the camera. He is holding a black smartphone in his right hand, which has a purple, textured ring attached to the back. The background is a workshop or office space with large windows, a computer monitor, and another person working in the distance.

*On entrepreneurship:
“It’s just a bug to create
and accomplish things.”*

► The bug drove Barnett to get a handle on how things function. Even as a child, he started several problem-solving businesses and says, “When something broke, my instinct was to take it apart and fix it.”

His fix for the earbud problem, among others, has made his company one of the hottest consumer brands in existence. Celebrities seen with PopSockets include Reese Witherspoon,

entrepreneurs must guard that uniqueness. Over the years, he has come to favor design patents over utility patents.

“Design patents are much easier to enforce,” he says, adding that PopSockets has made “a huge investment in brand-protection dollars” and is responsible for the highest volume of infringement reports to online retailers, globally removing 1,000 to 2,000 listings every day.

The reason behind the pop

The product’s star-studded fan base influenced Barnett to abandon his initial plan to “sell the company, make a lot of money and start a nonprofit.” He instead has chosen to stay the course with PopSockets, using its power to capture attention for causes he and his employees care about.

Barnett judges his company’s success by what it does to make a positive impact. One mission of PopSockets is to “make the world a little happier.” To that end, Barnett initiated a program he calls Poptimism that enables consumers to design custom PopSockets, with a share of the profits from their product’s sales going to support their favorite charity. “It empowers them to become activists,” he says. The program complements the company’s Pop with a Purpose campaign, which lets employees select a charity to receive donations from online PopSockets sales.

While Barnett is pleased to see the programs fund a wide range of worthwhile causes, he says his own personal favorite cause is relieving the suffering of what he calls “non-human animals.” Ultimately, he hopes to eliminate factory-farmed meat.

The way Barnett financed his company is just as unconventional as his approach to business. He lost his home in Colorado’s devastating 2010 Fourmile Canyon Fire

and used the insurance proceeds covering its contents to fund his dream. He replaced the home itself, but – unmarried at the time – he was satisfied to live in a house with few furnishings. (Rest assured that he and Nikki, his wife of seven years, have since invested in more comfortable surroundings.)

While his lifestyle has grown a bit more conventional, Barnett has not altered his view of what is truly important in life. He believes people should own their own happiness, and he strives to develop employees who are “selfless, customer-obsessed, responsible, impactful, passionate, innovative and courageous.”

Always the philosopher, Barnett says he conceived his approach to life and work “through pure reason.” The lessons he has learned from just thinking through an issue inform his attitude about how we should live and behave.

“If all of us just stick to business, we are going to live in a pretty bad world,” he says. “We ought to be doing everything we can to make people happy.” ■

“When something broke, my instinct was to take it apart and fix it.”



Serena Williams, Ryan Seacrest, Kendall Jenner, and members of the Los Angeles Dodgers and U.S. Olympic teams.

The product’s popularity requires constant vigilance to protect against brand infringement. “Every business is unique,” Barnett says, and

800% Growth per year since 2014
70m Units PopSockets is on track to sell this year
40 Countries

finalists



Olowo-n'djo Tchala **Alaffia**

Founder, CEO

Olympia, WA | Founded: 2003

Soon after he came to the US, Olowo-n'djo Tchala realized that sending money home to his family in Togo would not create true change. As a student at the University of California, Davis, he started buying and distributing shea butter out of the apartment he shared with his wife, Rose, and their young children.

The couple began making lotions by hand and selling the products at local co-op markets and street fairs. A loan allowed Tchala to grow the company, but he knew that building a brand footprint was the key to sustainability. In 2006, Alaffia partnered with Whole Foods Market and, in 2018, with Walmart.

When he started Alaffia, Tchala had a mission to build self-respect in the supply chain and provide the means for strong women in Togo to support their families. Alaffia now employs 135 people in the US, 700 cooperative members in Africa and another 13,000 people who are indirectly employed along the supply chain.



Beth Cross **Ariat**

CEO

Union City, CA | Founded: 1992

When Beth Cross started Ariat, the riding boot market was one of the most traditional "old boys' clubs" in the US. With no women in the industry's executive roles, Cross fought for and won acceptance through determination and team-building. To help grow the company, Ariat sought funds seven times in nine years, raising more than \$30 million.

Early on, Cross decided to risk the company's limited cash to invest in superior talent. A quarter-century later, many of those hires remain in senior leadership roles. Today, Ariat outperforms its competitors in sales, EBITDA and product innovation.

Under her leadership, Ariat has weathered economic downturns and the bankruptcy of its once-largest customer, forging a path to success by cutting costs and investing in long-term initiatives. Ariat is now one of the few companies to provide a diverse line of equestrian footwear, apparel and accessories for men, women and children around the world.



Jonathan Saperstein **TreeTown USA**

CEO

Houston, TX | Founded: 2001

Jonathan Saperstein took the reins of TreeTown USA at the age of 27 and drove substantial growth within three years. Among his first actions as CEO of this wholesale nursery operation was the creation of a detailed business plan to codify the company's strategy. He has since completed three major acquisitions. Under his leadership, TreeTown USA has increased its head count from 281 employees to about 1,600.

Hurricanes Harvey and Irma caused significant damage to the company's nurseries in 2017. Saperstein responded by creating a robust disaster recovery plan. He also focused on helping his employees' families recover, providing meals, supplies and other essentials. He created backup solutions that are being installed throughout TreeTown USA's nurseries, transforming an obstacle into a competitive advantage.

Saperstein plans to leverage the company's relationships throughout the supply chain to capitalize on an accelerated growing process enabled by mechanization and technological advancement.

“There’s absolutely no reason to have conflict. You can make a ton of money, but what is it worth?”

Building success *from the* bottom up

Award winner Ruben Mendoza

CEO & President

Foundation Building Materials

Tustin, CA

Founded: 2011

For Ruben Mendoza, prosperity begins with a strong foundation.

In a very real sense, Ruben Mendoza worked his way up from the ground floor. Coming from a lower-middle-class family, he first acted on the entrepreneurial impulse at the age of 16, when he went to work cleaning carpets and stripping and waxing floors. A man of strong personal faith, he has been moving up – and looking up – ever since.

Mendoza says that his early work experiences opened doors. “Earning money gave me options,” he explains. “I could buy a car and put myself through school.” In college, he cleaned offices and laundromats. He also sold mattresses and advertising in the toughest areas of Los Angeles.

After college, he went to work for his father-in-law as a sales manager for AMS, a leading distributor of wallboard, ceiling systems and plaster products. The job continued his education, as his father-in-law became a mentor and guide.

Risk and reward

Among the lessons Mendoza learned was to be willing to take responsible risks, saying of his father-in-law, “He wasn’t scared of things. He wasn’t afraid of taking chances.”

Mendoza believes this mindset was vital to his own entrepreneurial success when he and two others established Foundation Building Materials and built it into a public company with 4,300 employees. The willingness to take risks was a huge factor, he says: “When we started the company, I signed a personal guarantee on my house and put up everything I had.”

He says making that commitment was “the hardest thing I’ve ever done,” but he believes risk is part of the deal for entrepreneurs.

That risk-reward mindset remains part of his approach to business today. “Failure is always right around the corner,” he says. “You don’t know if you’re going to make it.” Where once the risk of ►



“We are tested every quarter.”

► failure involved merely his own financial security, now his concerns are focused on performance.

“You don’t expect to lose; you don’t expect to fail,” he says. “I still don’t feel like we’ve made it. I have an ongoing responsibility to more than 120 investors who have their own after-tax money in this business. We are tested every quarter.”

A new foundation

Describing himself as a “kind of intense guy,” Mendoza has learned to take time out to enjoy vacations and other activities with his wife, Heidi, and their three children.

For him, success means having a great relationship with his family – a definition that took root when he embraced Christianity in 1995.

He also inspires a family spirit in the company, where he encourages employees to bring new ideas to the table. His “let’s try it” attitude keeps the team engaged. He says the company’s culture of caring means that employees should never be surprised by evaluations of their performance. Even the name of the company is an expression of his personal values.

“The idea of ‘foundation’ is found in Scripture,” he says. “Buildings needed to be built on a strong foundation when the storms came.”

Much of the company’s growth has come through acquisitions, and Mendoza works hard to instill the family-first culture in companies that are added to the fold. He travels to acquired companies on the first day of assuming ownership and speaks about the management principles employees

should expect. The message is well-received. “People are very happy to hear that the company’s leaders want to run the business that way,” he says.

Mendoza is very much opposed to management through conflict. “There’s absolutely no reason to have that,” he believes. “You can make a ton of money, but what is it worth?”

Growth drive

Mendoza is continually driven to grow the company for its employees, managers, executives and investors. Since its inception seven years ago, the company has grown from a single branch location in Southern California to more than 220 branches across the US and Canada, where it is now the second-largest specialty distributor of wallboard and suspended ceiling systems. Foundation Building Materials went public in 2017.

When developing leaders to carry the company to new levels of success, Mendoza looks first to its existing workforce. Many employees have moved into management after starting as truck drivers, warehouse workers and salespeople. He identifies potential more by individual character than by credentials on paper: “somebody who will give you whatever it takes to succeed, someone who is willing to go the extra mile to get the customer, to make the sale.”

He shares his wealth with a range of nonprofits, and he has a particular affinity for the marginalized and the poor. “I’ve been given a lot,” he says. “To whom much has been given, much is required.” ■

220 Branches across the US and Canada

35 Acquisitions of local wallboard and ceiling system companies

4,300 Employees

finalists



Chris O'Connor
Humanetics Innovative Solutions

President & CEO
Farmington Hills, MI | Founded: 1952

For Chris O'Connor, saving lives is the most important measure of success. Humanetics is recognized as the principal global designer and manufacturer of crash test dummies and computer simulation models for virtual safety testing, as well as for designing custom engineering solutions for numerous industries.

O'Connor has been a serial entrepreneur for the past 20 years, having run several successful companies for five investment groups. Since joining Humanetics, he has taken the company from the brink of bankruptcy to a global leadership position in the vehicle crash testing industry. He implemented an aggressive strategic plan, and today Humanetics drives standards within the safety testing world.

The company has invested heavily in the development and acquisition of new technologies and products. O'Connor has developed an ambitious vision for the future of Humanetics, including the near-term rollout of the most sophisticated crash test dummy products in more than 30 years.



Jason Lippert
LCI Industries

CEO
Elkhart, IN | Founded: 1956

Jason Lippert's grandfather founded Lippert Components (LCI) as a supplier of metal roofs and chassis for the manufactured housing industry. Lippert's father took over in 1977, expanding the company through a period of decline in the manufactured housing industry overall.

In 1997 – the same year the company went public – Lippert led an initiative to invest considerable funds and resources into RV chassis manufacturing. The investment fueled a twentyfold rise in revenue over the next three decades.

A key differentiator for LCI is how it builds leaders. The company has 13 leadership development directors whose sole responsibility is to coach and mentor the 1,000 men and women who are on the front lines leading LCI's 10,000-employee workforce. With its investment in diversification and in its people, LCI has become a leading supplier in an industry that was very resistant to change. Under Lippert, the company continues to expand its US and international presence.



Bill Reminder
Truck Hero, Inc.

President and Chief Executive Officer
Ann Arbor, MI | Founded: 2007

When Bill Reminder was President of Truck Hero predecessor Extang Corporation, he led the family-owned truck accessories company to increase its earnings tenfold over 10 years. After a short time, he initiated a private equity investment, buying out the founder and forging a path of acquisitions that has grown Truck Hero into one of the country's largest automotive accessories manufacturers and retailers.

Truck Hero has had an impressive track record with private equity investors. When it sought new investors in 2017, Reminder was courted by a host of firms competing for the opportunity to bring the company to the next level.

Reminder has resisted the choice to consolidate facilities and brands. Instead, he focuses on "individuation," keeping separate sales forces in place for each company. By doing so, he is both fostering competition and maintaining brand identity. Truck Hero continues to realize double-digit organic growth every year.

Powered by *trust*

Award winner David Dehaemers, Jr.

President and CEO

Tallgrass Energy Partners, LP

Leawood, KS

Founded: 2012

David Dehaemers fuels Tallgrass by preparing those who will follow him.

Like father, like son? In significant ways, David Dehaemers, Jr., would hope the answer is “yes.”

Though the salvage business his dad owned for 48 years in Olathe, Kansas, was much smaller than the enormous energy pipeline company he now runs, Dehaemers would be the first to acknowledge that many of the entrepreneurial lessons he learned – about leadership, responsible risk-taking and how to treat others – came from observing his father and listening to his advice.

One of the principal lessons he learned was about trust. “My father always said that a zebra never loses its stripes,” Dehaemers says. “If you develop trust in people, you can be confident their stripes won’t change and you’re not going to lose.”

Understanding the value of trust, he adds, is important not only in business but in every aspect of life. “That’s kind of how I look at my dealings with just about anybody,” he says.

A journey of many roads

Trust was essential in his decision to take a road – or, rather, *roads* – “less traveled by” following a successful career in accounting and law (he has degrees in both).

Dehaemers followed his entrepreneurial instincts first by developing a variety of businesses before switching course in 1997 to join then-burgeoning energy infrastructure company Kinder Morgan as CFO and head of corporate development. He was at the front end of expanding the business through acquisitions, taking the company from 75 to 5,500 employees and significantly growing its enterprise value.

He left Kinder Morgan in 2003, following yet another road to Inergy, a master limited partnership (MLP), where he helped to take the business public. Recognizing the value and potential of MLPs, he then co-founded an MLP investment fund that raised \$330 million. ►



*“If you develop trust
in people, you can be
confident their stripes won’t
change and you’re not going to lose.”*

While many investors were moving into safer spaces at the peak of the credit crunch, Dehaemers distinguished himself as a contrarian of sorts by selecting a small number of securities with high-quality assets and management that he viewed as capable and trustworthy.

After four years of successful investing, he cashed out of the fund and let his thoughts and dreams take flight – literally. He took close to a year off and learned to fly, simultaneously affording himself the opportunity to spend more time with his children, who were then in the second and eighth grades. But it wasn't long before he contemplated where his entrepreneurial journey would take him next.

Impactful leadership

In 2012, Dehaemers founded Tallgrass Energy, a family of companies that transports crude oil and natural gas from the Rocky Mountains, Upper Midwest and Appalachia to major markets in the Rockies, the Midwest, eastern Ohio and points beyond. In describing the company, Dehaemers emphasizes its worth more in terms of its impact than of its size and scope.

"I have the fortunate pleasure to be the CEO of a company that is very important to the infrastructure of the country," he says. Tallgrass expanded that impact by acquiring and modifying the unidirectional Rockies Express Pipeline to make it bidirectional.

"We replumbed it so that we could move natural gas both left to right and right to left, and could put it in anywhere and take it out anywhere," Dehaemers explains. The expanded capability enabled Tallgrass to extend original contracts by 10 years or more.

What marks a true leader? The willingness to say "I'll take care of it."

Under his leadership, Tallgrass has invested heavily in improving and building new pipeline assets, taken two of its companies public, and diversified into additional high-profile oil and gas basins.

Dehaemers is now focusing on the future through an organized program to identify tomorrow's company leaders. Dehaemers identifies leaders as those who readily speak what he calls the five most important words in business: "I'll take care of it." Beyond that, he looks for individuals who appreciate the company's essential values: safety, employees, investors and growth.



11 Number of states where Tallgrass operates

725 Employees

5 Years in business

"Those are things I am trying to promote," he says, explaining that the leadership program is designed to get tomorrow's leaders "prepared to take my job."

While still driven to improve the company's financial fortunes, Dehaemers says money is no longer a motivator in his personal life. Most important, he insists, are the happiness and health of Tallgrass employees.

He says his wife, Barbara, also a CPA, has enabled every step of his entrepreneurial travels – "I wouldn't be much without her" – and the couple now serves the next generation in yet another way, through donations to some 30 charitable organizations every year. A sizable portion of their generosity goes to inner-city Catholic schools where young people are beginning their own travels in life. ■

finalists



Thomas McAndrew

Enchanted Rock

Chief Executive Officer and President
Houston, TX | Founded: 2006

With decades of experience in energy asset management, from serving as a nuclear chief engineer in the Navy to working as one of the top power traders at Calpine, Thomas McAndrew founded Enchanted Rock with the mission of developing generation technologies that increase reliability, reduce cost and decrease the carbon footprint.

Enchanted Rock is a microgrid company that provides commercial and industrial customers with highly reliable, ultra-clean natural gas backup power systems at a fraction of the cost of standard reliable systems. In 2014, the company switched from using diesel to using natural gas. Today, its natural gas generators have best-in-class emission rates of less than 1% of those of a standard diesel generator.

The company has achieved tremendous growth. From 2016 to 2017 alone, revenues more than tripled and EBITDA grew by 60%. Enchanted Rock hopes to expand its revenues at least tenfold over the next three years as it enters new markets, including the Permian Basin.



Ann G. Fox

Nine Energy Service, Inc.

President and CEO
Houston, TX | Founded: 2013

A few weeks before 9/11, with a bachelor's degree in Diplomacy and Security in World Affairs from Georgetown University, Ann Fox joined the Marines. Over the next few years, she would not only serve multiple tours of duty in Iraq, but also earn an MBA from Harvard Business School.

After a brief stint as an investment banking analyst, she moved to Houston and joined SCF Partners, where she was heavily involved in acquiring three oilfield services companies and then combining those companies into what is now Nine Energy Service. She became CFO before being named CEO two years later.

Fox guided Nine through one of the worst downturns in the industry's history and later helped increase annual revenue by 93% from 2016 to 2017. The full-time workforce increased by more than 30% during the same period. The company went public in 2018, and more than 30% of the company is now owned by approximately 10% of employees.



John Schmitz

Select Energy Services

Executive Chairman
Gainesville, TX | Founded: 2007

At 14, John Schmitz began working at his father's truck stop. By 19, he was managing the business. He started his own pump repair shop at age 23 and began building his expertise in business concepts, including accounting and finance.

Over the next two decades, Schmitz built or acquired eight oilfield services companies. Along the way, he built staff with the right skill sets to overcome the hurdles of rapid expansion and industry downturns. In 2006, fueled by a private equity investment, he took Complete Production Services public. After exit, he purchased midstream and upstream strategic assets, then sold those holdings.

In January 2007, Schmitz started Select Energy Services, now a leading provider of total water, chemical and wellsite service solutions to customers that include major integrated oil companies and independent oil and gas producers. Select Energy grew from 17 to 1,100 employees in its first year. The company has integrated more than 30 acquisitions and went public in April 2017.



“We’re a family business supporting families.”



Strong traditions, new directions

Award winner_Crystal Maggelet

CEO

FJ Management Inc.

Salt Lake City, UT

Founded: 1968

Crystal Maggelet overcame the sudden death of her CEO father to bring their family business back from the edge of financial collapse.

The family business has always been central to Crystal Maggelet's life and career. But it was a family tragedy that propelled her along a difficult and unsettling path to the CEO's office at Flying J Inc., the oil and travel-services business her father started in Salt Lake City in 1968.

Maggelet's dad, Flying J CEO Jay Call, died in a 2003 plane crash. His sudden death left a void in the family and the business, amid a worsening economy. The non-family executive who stepped into that void at Flying J made questionable decisions that would drive the company into bankruptcy by the end of 2008.

"When the business cratered, it was a huge shock," recalls Maggelet, who previously ran Flying J's small hotel operation with her husband, Chuck. "But I was convinced the business was a good business and that the people around me could right the ship."

The executive who had been leading the company stepped down, ticketed to be replaced by another individual outside the family, who had helped steer Flying J through

the bankruptcy process and reorganization. But the employees had other ideas.

"I went to them and told them our president had resigned and that our CRO was going to be CEO. They did not like it at all," Maggelet says. "So the employees came to me and said, 'Why don't you become CEO? You're family.'"

Family Business

Broadening the business

Taking the wheel of a sprawling business that had lost its way, Maggelet moved quickly to repay the organization's creditors,

reassure its employees and execute a reorganization plan built on tough choices: merging Flying J's trucking business with its fiercest competitor, liquidating non-essential assets and refinancing a Salt Lake oil refinery that was draining capital from the company's operating budget.

The organization emerged with a new mission statement, "Building Value to Last," and a new name: FJ Management Inc. (FJM). The rebrand has broadened the business investment and expansion outlook from its previous ►



“The employees came to me and said, ‘Why don’t you become CEO? You’re family.’”

“We’re 50 years old this year, and it seems timely to go into senior living,” she explains. “We don’t want to go way off the rails with what we do, [but] senior living makes sense for us.”



► incarnation as a petroleum-based corporation with related travel enterprises into one continually on the hunt for new industries and opportunities.

The oil industry, Maggelet believes, presents long-term risks and operational challenges, so she has pushed to

For Maggelet, branching into senior mental health services and high-quality housing captures her dual ambitions – to combine corporate profits with community outreach and social values. “We need to do something important socially, and working with seniors is huge,” she says. “It’s more than just the money. It’s a question of how I can use our business to benefit society.”

Planning for the long term

Her concern for social well-being extends to the corporate family. Employees whose children earn A’s in school qualify for bonuses, a practice that began years ago for low-income employees of her hotel chain. She hosts regular “campfires” – town halls – with FJM employees across the spectrum (an idea that originated with Maverik) to speak with them about the business, their concerns and where the company is heading. Something is working: annual turnover is less than 5%.

diversify. In 2012, FJM acquired Maverik, a regional network of convenience stores known for their outdoor and adventure themes. Under FJM’s direction, Maverik has grown to more than 315 stores in 11 states throughout the West and Southwest. In addition, FJM continues to explore retail and real estate development.

The next big thing for FJM, and perhaps the boldest, is the launch of two businesses aimed at serving the country’s senior population: WellQuest Living residential facilities and GPS gerontology psychiatric hospitals.

“I want the business to be generational,” she says. “I want people to believe that when they work for our company, that they don’t have to worry that something is going to happen. They can feel comfortable and believe that there is always opportunity.”

Family has always been at the heart of FJM, and Maggelet and her husband, who continues to manage the hotel business, see the next generation as no different. So which of her children might be her heir apparent? She’d like to see all of her kids involved, and two of her daughters, both currently college undergraduates, have admitted to having an interest in one day leading the business.

“There’s room in the business for all of them,” she says. “But for me the definition of family business isn’t just my own children. It’s all the families that work for us and their kids. I want to find the right people who are coming up through the ranks, whether they are family or not, and build our companies into the future so that they last forever.” ■

- 5%** Annual turnover rate
- 5,000+** Employees
- 315** Maverik convenience stores under FJM management

finalists



Sue McCollum
Major Brands, Inc.

CEO

St. Louis, MO | Founded: 1934

Sue McCollum thinks of herself as the “accidental” CEO. With a law degree from the Washington University School of Law, McCollum didn’t initially envision running a wine, beer and spirits company. But the death of her husband, whose grandfather started Major Brands, pressed her into an unexpected role.

The challenges were immediate. Six months into her tenure, the company lost 40% of its revenues virtually overnight with the cancellation of two major contracts. McCollum called on her legal expertise to initiate a successful court fight and an aggressive reorganization strategy to save the company, preserve most of Major Brands’ 700 jobs and keep the family legacy alive.

Afterward, McCollum awarded a loyalty bonus of \$3,000 to each employee who remained with the company. In the past three years, the business has seen a 67% increase in profitability. Sue has also developed Major Brands into a trusted and revered coach for the beverage entrepreneurs in the market it serves.



Greg Marcus
The Marcus Corporation

President and Chief Executive Officer

Milwaukee, WI | Founded: 1935

Greg Marcus likes to joke that he came to the attention of the company he now runs “at a young age.” That makes perfect sense: the previous leaders of the successful entertainment, theater and high-end hotel business were his father and grandfather.

In his nearly 10 years as CEO, Marcus has expanded the customer experience for patrons of its 69 US theaters, the business on which he’s placed the most emphasis. Customized service offerings such as coffee bars and recliners add to the moviegoing experience and have been a boon to revenues. The Marcus portfolio of lodging properties includes 20 high-end hotels and resorts. Each one offers a unique travel experience, most within a historic renovated building. He also created Graydient Creative, a digital marketing business connected to the corporation’s lodging chains.

In addition, Marcus and his brother direct the Marcus Foundation, which has donated more than \$7.5 million to worthy causes over the past decade.



Scott Moorehead
Round Room LLC

CEO

Carmel, IN | Founded: 1991

Scott Moorehead got his start with Round Room sweeping warehouse floors and making weekend deliveries to customers, learning all aspects of the business. The experience served him well. As the organization’s third-generation CEO, Moorehead has put what he learned to good use to expand and innovate its assets.

Round Room, an authorized Verizon retailer, is continuing its rise from an industry “mom and pop” store in a sea of literally thousands of competitors to a top-tier wireless supply operation under Moorehead’s direction. He’s effectively navigated rapid changes across the industry, and sales in the company’s 900-plus stores have jumped by 42% over the past year.

Moorehead also has overcome personal hardships. Six years ago, he suffered a traumatic brain injury, which deprived him of his sense of smell. That setback inspired him to acquire the rights to a medical device patent that could bring relief not only to him, but to millions more who suffer olfactory nerve damage.

Credit where credit is due

Award winner_ Raul Vazquez

CEO

Oportun

San Carlos, CA

Founded: 2005

Oportun's Raul Vazquez is committed to helping lower-income Americans finance for a better future.

It didn't take Raul Vazquez long to fully grasp the challenges ahead after being named the CEO of Oportun in 2012.

"On my third day, the COO and CFO told me that if we didn't get funding soon, we were going to have to have a conversation about making payroll," Vazquez recalls. "And that was my very first week. It provided a lot of clarity about what needed to get done."

One of his first orders of business was to sit down with each of his Oportun employees (who numbered about 80 at the time) to explain his strategy, listen to their concerns and assuage their understandable anxiety about the future of the financing company.

"This was a group of talented people who believed strongly in the mission," Vazquez says. "My thinking was: could I be a catalyst of sorts; could I take the same ingredients that existed and have a better reaction?"

Under his stewardship, Oportun – based in San Carlos, California, and launched in 2005 to provide affordable loans to hardworking lower-income individuals with little or no credit history – has achieved a remarkable comeback. The company now has more than \$5 billion in inception-to-date loan originations, with more than 600,000 active customers.

One of his first moves was to quickly revamp the business model to shore up and expand the customer base and stabilize the Oportun work environment. In addition, the company's data and IT structure were enhanced, including the introduction of a mobile phone app to engage remote customers and a robust data analytics system. ►





“For people who feel they have no control over certain outcomes, the opportunity to establish a credit history can be empowering.”

Professional vision

With 20 years of experience in high-growth environments, including more than nine years in senior management at Walmart, Vazquez operates from three bedrock management principles with his employees.

First, context: "People need to understand the details around a particular initiative." Second, communication: "Once you give your people the proper context, you need strong communication to accomplish the objective." Third, collaboration: "Even with good communication, if you are not working with each other, it's hard to be successful."

His professional vision is shaped not only by experiences at Walmart and elsewhere, but by a sense of personal commitment and a work ethic instilled by his parents. One of four children born to a doctor and nurse who had emigrated from small mining towns in Mexico, he was born outside Toledo, Ohio, but spent his formative years in El Paso, Texas.

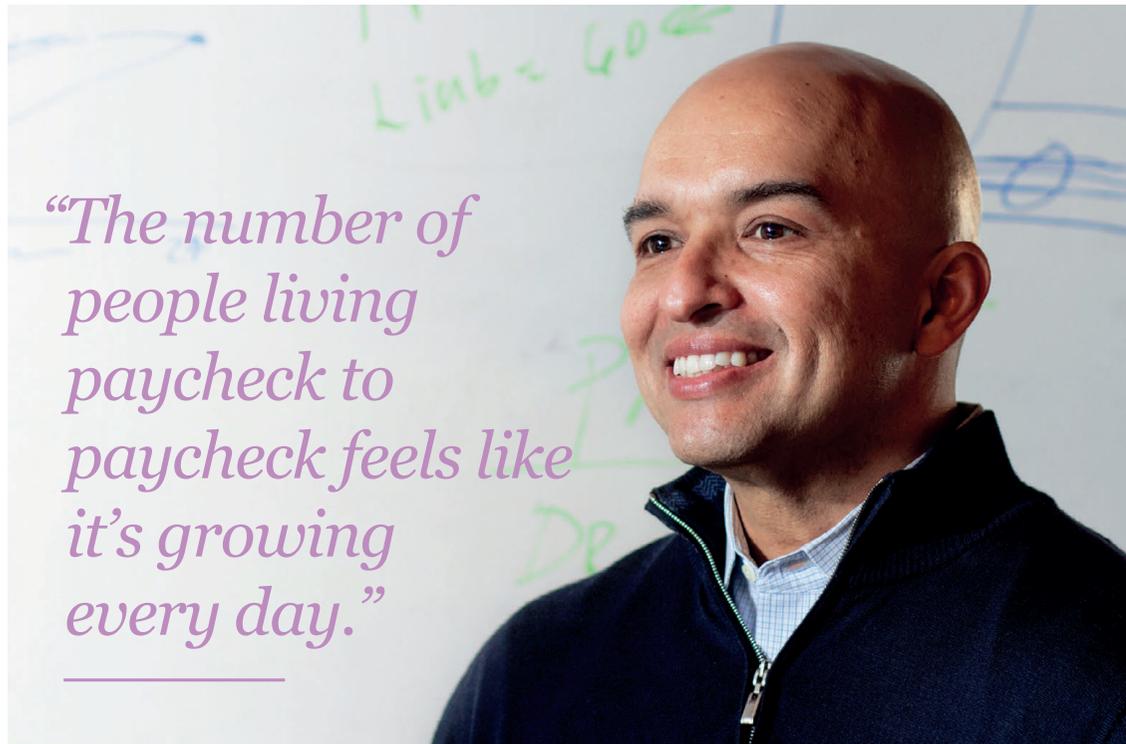
Did Vazquez have youthful career ambitions? "What did I want to be when I grew up? Taller," he laughs. (Mission accomplished: late bloomer Vazquez is 6 feet tall). With degrees from Stanford University and the Wharton School of Business, he landed at Walmart as Marketing Director in 2002, rising up the executive ladder before moving to Oportun.

Positive impact

Oportun continues to build its business and explore new markets. Currently, the company operates in 11 states, but Vazquez notes that its potential

pool of customers could run into the tens of millions, so his goal is to push into as many of the 50 states as possible. "The number of people living paycheck to paycheck feels like it's growing every day," he says.

"For people who feel they have no control over certain outcomes, the opportunity to establish a credit history can be empowering," he adds. Oportun offers more capital at lower cost, making a positive impact on customers' lives. Loan amounts and terms vary; the average loan



"The number of people living paycheck to paycheck feels like it's growing every day."

11 States where Oportun operates
2,700+ Oportun employees
600,000 Active customers

is about \$3,200, with a 30-month repayment schedule.

Remaining involved with his employees is a workplace priority. Vazquez maintains an executive office but says he prefers operating from his desk on the floor. Lunches that celebrate performance and

anniversaries are a staple of the company's culture. The staff has grown to more than 2,700, a huge leap from his first days as CEO.

Vazquez also encourages his team to contribute their time and effort to worthy community causes and organizations. Employees are permitted to use 1% of their work time for community projects. Vazquez himself is a longtime supporter of the Latino Community Foundation and a former member of the board of the Hispanic Scholarship Fund. He also serves on the Board of Directors for the National Association for Latino Community Asset Builders.

As a father of four, Vazquez stresses the need to balance home life with the growing demands of running a fast-developing business. "Don't live to work, but work to live, as the old saying goes," he says. "My biggest priority is to be a good father, a good husband, a good family man." ■

finalists



Jud Bergman

Investnet

CEO

Chicago, IL | Founded: 1999

Nearly 20 years ago, Jud Bergman felt a tectonic shift coming in the way registered investment advisors (RIAs) did business. Fee-based account management was going to challenge the conventional commission-based methods used by most RIAs. Determined to board that train early, Bergman left Nuveen, where he was a managing director, to start Investnet, pouring 75% of his personal wealth into a new and untried venture.

Fast-forward two decades. Fee-based investment advisors command about half of the market, and Investnet – on the strength of building out an innovative idea, a skilled team and a more competitive, web-based managed-account technology – is a market leader.

Even as the CEO of a publicly traded company with 3,500 employees, Bergman is still actively involved in product and business development. His enthusiasm for new ideas has cultivated an entrepreneurial culture throughout Investnet. His goal outside the business is to “repair the world,” serving on boards and investing in philanthropies that help Chicago’s most disadvantaged young people.



Mickey Konson



Mark L. Rockefeller

Mickey Konson

President/Co-Founder

Mark L. Rockefeller

CEO/Co-Founder

StreetShares

Reston, VA | Founded: 2014

Many business owners strive to do well by doing good. In the case of Mark Rockefeller and Mickey Konson, it isn’t just talk. The two US military veterans have made that their business imperative, tossing out affordable financial lifelines to veteran-owned and -operated enterprises that other lenders often won’t consider.

They left their corporate jobs – Rockefeller as a corporate attorney, Konson as a bank executive – and with seven employees, they camped out in Rockefeller’s basement, the first “office” of StreetShares. They wore monogrammed jackets made for the staff that read “The Basement Crew.”

StreetShares has come a long way in a short time. One particular engine of its growth are SEC-approved veteran business bonds, an investment resource that, combined with direct investment from other vets and institutional investors, finances the loans. The company has grown to more than 40 employees and has more than 60,000 veterans as members.



Scott Stephenson

Verisk Analytics, Inc.

Chairman, President, and Chief Executive Officer

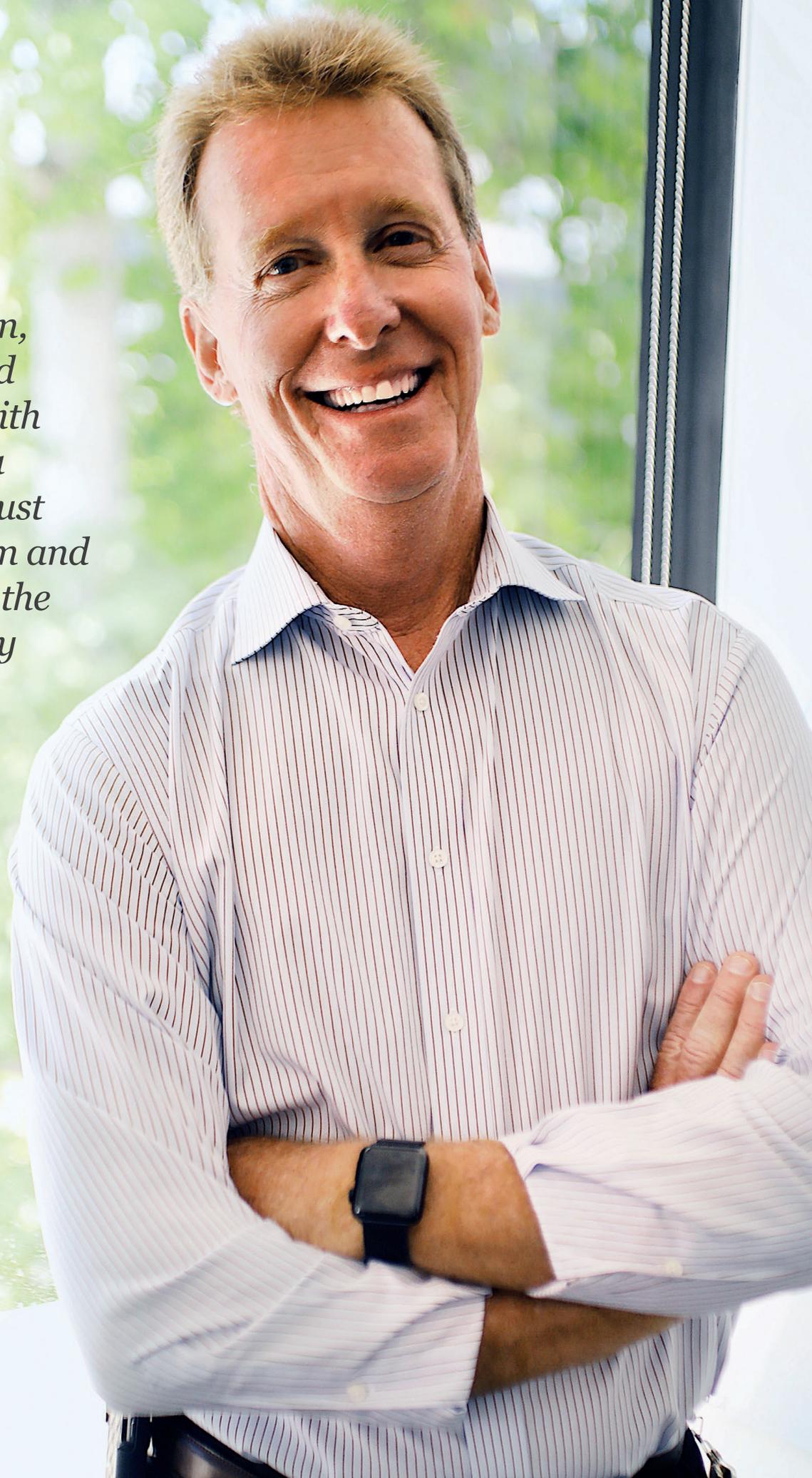
Jersey City, NJ | Founded: 1971

For 17 years – the past five as CEO – Scott Stephenson has played a big role in Verisk Analytics’ transformation to an influential global player in big-data analytics. When he joined the company, it was transitioning from its earlier incarnation as a not-for-profit enterprise with sluggish growth, a low level of investment capital and few new products coming into the insurance market.

Today, under Stephenson’s stewardship, Verisk has experienced tremendous growth and operates in 30 countries. His expectations of team performance in expanding the company’s reach and capabilities are built on three solid pillars: serve, add value, innovate.

Engaging employees is essential to maintaining Verisk’s place as a market leader. Stephenson has instituted a “spot bonus” program, posts blogs to keep employees up to date on company matters and policies, and hosts town halls that encourage strong feedback from his team. Engagement survey scores have increased steadily during his tenure, part of the effort to connect more effectively with employees.

“Being more open, transparent and collaborative with the FDA led to a much more robust clinical program and gave our drugs the best opportunity to show their effectiveness.”



Biotechnology revival

Award winner **Dr. Kevin Gorman, PhD**

Chief Executive Officer

Neurocrine Biosciences, Inc.

San Diego, CA

Founded: 1992

A scientist at heart, Kevin Gorman harnessed a passion for drug development to bring Neurocrine Biosciences back from the brink.

Neurocrine Biosciences had hit rock bottom when Kevin Gorman took over as CEO in 2008. The Food and Drug Administration (FDA) had rejected several of its drugs in development, its stock value and market capitalization had plummeted, and investors had lost faith.

As the board considered selling Neurocrine, Gorman, who had helped start the biotechnology company as a venture capitalist, convinced its directors to give him a chance. He drastically reshaped the organization, guiding Neurocrine back from the brink with a new vision, deep passion for its approach and a bit of luck.

"We didn't know whether we'd survive from quarter to quarter," recalls Gorman, who had applied his background in immunology and business to launch Neurocrine in 1992. "We had a strategy of what we were going to do, but we didn't have the money to effect that strategy."

To free up cash, Gorman and his team sold Neurocrine's land and buildings – just before the real estate market crashed. Using the funds remaining

after Neurocrine paid off its mortgage, Gorman has revived the company over the past decade by focusing on neurologic, endocrine and psychiatric therapies.

Since 2017, Neurocrine has earned FDA approval for two of its medications and commercialized them. The company also is close to completing the approval process for other applications of these drugs, and two other therapies are in late-stage development. Revenue increased nearly tenfold from 2016 to 2017, and the company has regularly exceeded Wall Street's expectations.

The power of relationships

So how did Gorman do it? First, massive workforce reductions brought the number of employees from nearly 600 to 67, while Gorman focused Neurocrine's drug development on its most promising medications.

Next, he forged an alliance in 2010 with AbbVie, a seasoned biopharmaceutical company with deeper pockets. It could more quickly oversee Neurocrine's inventions through Phase 3 clinical trials, FDA ►

“Everyone here knows that creating medicines to treat debilitating, devastating diseases is important.”



► approval and commercialization. In 2018, the Neurocrine drug Orilissa became one of the first new treatments for endometriosis in nearly 15 years.

Critically, Neurocrine’s partnership with AbbVie generated much-needed revenue, including up-front and milestone payments as well as royalties. This gave Neurocrine vital financial bandwidth to continue developing its other promising medications. In addition, this partnership and progress with Orilissa attracted new investors and capital.

Perhaps the most essential move Gorman made was reshaping Neurocrine’s relationship with the FDA, working more cooperatively with officials. “Being more open, transparent and collaborative with the FDA led to a much more robust clinical program and gave our drugs the best opportunity to show their effectiveness,” Gorman says.

“We had to work with the FDA as a highly competent part of government that wants to bring new drugs to the United States and wants to make sure they are safe,” he says. The company partnered so well with the FDA that administration staff wrote about their positive experience with Neurocrine in the *New England Journal of Medicine*.

Neurocrine also shifted away from developing therapies for conditions that already had many treatment options, like its earlier sleep medication developed with Pfizer. Instead, Neurocrine now focuses on drugs that address unmet needs or undertreated diseases.

A pioneering move

All of these changes culminated in the successful launch of Ingrezza, the company’s first solo effort, in 2017. It’s the

first FDA-approved medication for adults with tardive dyskinesia (TD). The debilitating movement disorder affects 500,000 people, most of whom take medications for schizophrenia, bipolar disease and depression. In clinical trials, Ingrezza reduced TD’s severe, uncontrollable movements of the body and face without decreasing the effectiveness of patients’ psychiatric medications.

In the first months after its launch, providers issued nearly 15,000 Ingrezza prescriptions, far exceeding projections. The successful release transformed Neurocrine from a research and development company to a commercial business.

With two wins under its belt, Neurocrine is now primed

to develop even more medications. It’s currently working toward FDA approval to use Ingrezza for Tourette syndrome in children and pursuing a new application of Orilissa for uterine fibroid growths. Neurocrine’s therapy for Parkinson’s disease is far down the

development pipeline, and the company is running Phase 2 clinical trials for its congenital adrenal hyperplasia treatment.

Gorman says Neurocrine can withstand the many ups and downs of pharmaceutical development because the company’s flat organizational structure fosters innovation, and its culture of crystal-clear communication drives collaboration. Employees readily unite behind Neurocrine’s mission, he says: “Everyone here knows that creating medicines to treat debilitating, devastating diseases is important.”

It’s what inspired Gorman to launch the company in the first place, build a team of scientists and business leaders, and see Neurocrine through from startup to success. “Twenty-five years later,” he says, “I still haven’t lost interest in that.” ■

575 Employees
700% Year-over-year revenue growth
15,000 Prescriptions generated shortly after commercialization of Ingrezza in May 2017

finalists



Jason Melton



Clint Phillips

Jason Melton

CEO

Clint Phillips

Founder and Chief Innovation Officer
2nd.MD

Houston, TX | Founded: 2011

Clint Phillips started 2nd.MD with the conviction that people shouldn't have to struggle to get their medical questions answered, especially during a health crisis. He partnered with Jason Melton to build a service that eliminates insurance hassles, waiting rooms and painstaking searches for experts.

2nd.MD's corporate model gives customers' employees access to virtual consultations with specialists. Its secure technology pairs patients with physicians who have expertise in their exact condition, opening doors for patients to quickly consult by video with specialists from around the world. In turn, physicians receive patients' medical records in days instead of weeks through 2nd.MD's systems. Doctors favor consulting for 2nd.MD because it offers flexible schedules and removes the challenges of insurance and patient billing.

The company nearly doubled its revenue each year from 2015 to 2017, with 2nd.MD continually adding major companies to its list of clients while serving patients in more than 40 countries.



Karen L. Zaderej

AxoGen, Inc.

President, Director and CEO

Alachua, FL | Founded: 2002

Drawing on a strong track record in medical technology and business development, Karen Zaderej grew startup AxoGen with vision. She executed its strategy to develop safe and effective cutting-edge therapies for people with peripheral nerve damage, taking a creative path to FDA approval.

In commercializing these surgical therapies, Zaderej developed a niche market for AxoGen and set new standards of care. Even when resources were scarce, she invested heavily in clinical research to provide surgeons with confidence-building product data.

The company first focused its peripheral nerve regeneration and repair technology on trauma-induced injuries, eventually expanding into carpal tunnel repair, sensory nerve regeneration for breast reconstruction, and other areas. With a commitment to innovation and excellence, Zaderej guided AxoGen through many challenges, from losing investors during the recession to taking the company public.

Today, she champions controlled growth with a multipronged strategy centered on new product launches, international expansion, clinical research and surgical education.



Dr. Helen Torley

Halozyme Therapeutics

CEO

San Diego, CA | Founded: 1998

When Helen Torley became CEO of Halozyme Therapeutics in 2014, the biotechnology company was developing medications for several conditions. At the risk of angering investors, she steered Halozyme to focus only on cancer drug development and drug delivery technology.

This two-pillar approach has paid off, providing critical revenue while Halozyme pursues FDA approval for its leading drug candidate. The company now partners with numerous global pharmaceutical and biotech companies, giving them access to Halozyme's Enhance technology, a platform that makes the administration of biologic medicines faster and easier.

Under Torley's leadership, Halozyme has increased the Enhance line of business by 300%. This steady revenue offsets development costs for Halozyme's signature therapy for metastatic pancreatic cancer and its application for other cancers.

Torley has re-energized the company with a new management team, built a culture of teamwork and trust, and put her staunch backing of diversity and inclusion into action inside and outside of Halozyme.

For all intents and *purchases*

Award winner_ Michael Blend

Co-Founder & President

Award winner_ Chuck Ursini

Co-Founder & CEO

System1 LLC

Venice, CA

Founded: 2013

Digital advertising is changing, and System1's Michael Blend and Chuck Ursini are staying ahead of the curve.

Tech veterans Michael Blend and Chuck Ursini are making digital advertising less annoying. In the middle ground between intrusive targeted ads and irrelevant mass-market campaigns, they saw an opportunity to make advertising better for both consumers and advertisers.

"We try to figure out the intent that people have before they enter a search term," explains Blend, who serves as President of System1.

Using machine-learning algorithms developed by System1's data scientists, the company is the leader in helping advertisers appeal to latent consumer intent – needs that the consumer has yet to express.

For example, consumers who recently searched for baby monitors will likely be identified as new parents. Rather than bombard them with ads for monitors, System1's technology might show them a diaper coupon – something relevant that doesn't make them feel stalked.

The resulting targeted ads are unexpected, says Ursini, System1 CEO, noting that they're "useful, not intrusive – and people don't complain about them.

"We have millions of data points to find what consumers want when they enter a search. We think the best type of advertising is directly tailored to what you requested," he adds.

The method beats mass-market advertising, too. Unlike the "spray and pray" tactics used by traditional marketing campaigns, which can actually hurt a brand's relationship with its customers, System1 provides customized campaigns calibrated to each client's needs.

Different paths, shared passion

Blend and Ursini share an affinity for disciplined rebellion, but they made their way to tech from very different starting points.

Ursini began his career in finance, then earned his MBA at the University of Southern California ▶



“We try to figure out the intent that people have before they enter a search term.”

Michael Blend

Chuck Ursini



► before joining Amazon. Blend received his law degree from the University of Chicago but was laser-focused on tech from the start. After college, he got the entrepreneurial bug, launching and selling several businesses in hardware, data and marketing.

With an open office and close working quarters, the company encourages dialogue. And while employees are spread out over numerous offices – in Los Angeles; San Diego; Atlanta; Vancouver; London; and Bellevue, Washington – face-to-face communication is highly encouraged, and teams travel frequently between offices.

From the start, every employee has been a shareholder – just one reason why

System1 naturally draws employees who enjoy solving technically challenging and sophisticated problems. A potent mix of “get-it-done” and “get-it-right” mentalities keeps System1 on the leading edge of a constantly evolving industry. With no direct competitors, the company is on track to be the next billion-dollar Los Angeles business.

A culture of trust and appreciation

Respect is at the core of System1’s methods, in both its services and its internal culture.

“When we founded System1, we knew that we wanted to be a company in which all employees were treated with great respect,” Blend says.

“We also wanted to be open and honest – both about the status of the company and what we were trying to achieve. And we wanted to look for ways to help further our employees’ careers.”

System1 encourages an environment where everyone feels free to express what they’re thinking, but reason and civility rule. “We encourage strong, fact-based opinions,” Ursini says. “The line we draw is that it never becomes personal.”

“We knew that we wanted to be a company in which all employees were treated with great respect.”

Their careers eventually led them to Seattle-based Demand Media, where they became close friends. They took the company public in 2011 and then looked for another opportunity. They founded System1 in 2013, selling a newly built house and collecting zero-dollar paychecks to fund the startup on their own. After only one year of operation, the company saw positive cash flows.

200 Employees

6 Locations

\$0 Founders’ paychecks in the early days

System1 has an exceptionally high retention rate. “There’s a sense of ownership,” Blend says. “When things are good, they know it, and when we hit some bumps, they know it. They know we’re being honest with them. And it’s been helpful that our whole team has enjoyed financial success as well.”

That success has helped Blend and Ursini give back to the communities where they do business. They are involved in the PJ Library, the Jewish Federation, Catholic Relief Services, KCRW and Cedars Sinai. They also encourage employees to take an active role in their communities, and the company offers a charitable matching program.

And System1 is still growing. After a substantial funding round, System1 made some strategic acquisitions of companies that are “on the smaller side,” Blend says, “and that are related to our core business. We like working with other entrepreneurs, and we make sure the owners stay on board.”

As for future growth plans, similar acquisitions and more locations are in the works, but the co-founders are committed to their core values. “We’ll be the same company, but a lot larger,” Blend says. “We think we have a great business model and a great team to back it up.” ■

finalists



Peter Nguyen
Ad Exchange Group

CEO
Irvine, CA | Founded: 2013

In the highly competitive market of digital advertising, where a business can grow fast and fail faster, Peter Nguyen's Ad Exchange Group (AdEx) has been able to maintain consistent growth by building customer trust and envisioning the potential of mobile technology ahead of its competitors.

Nguyen founded AdEx to provide a platform for vendors to track and increase the conversion rates from various forms of advertising. He differentiated AdEx from the competition by charging a fixed cost and only charging for converted sales. This performance-based marketing model provides transparency into the effectiveness of advertising campaigns, resulting in greater customer confidence.

Nguyen also had the vision to see how 5G mobile technology could be harnessed for marketing purposes. AdEx is part of a portfolio of vertically aligned brands he created to provide end-to-end solutions for retail vendors using digital marketing.

Nguyen promotes a culture of equality and work-life balance at AdEx, believing that happy, fulfilled employees are better employees.



Rich Pierson
Co-Founder and CEO
Andy Puddicombe
Co-Founder

Headspace
Santa Monica, CA | Founded: 2010

Founded by Andy Puddicombe and Rich Pierson – a former Buddhist monk and a marketing wizard, respectively – Headspace is a digital service that provides guided meditation sessions and mindfulness training.

While they may seem like an odd pair, Puddicombe's and Pierson's individual journeys and complementary strengths have made them the trailblazers in digital guided meditation.

Headspace uses what may be the most distracting thing in the world – the smartphone – to help people become more focused. Headspace content can be accessed online or via mobile apps and is used by more than 32 million people in 190 countries. Puddicombe and Pierson have built a network of likeminded leaders, including LinkedIn's Jeff Weiner and Facebook's Sheryl Sandberg, and partnerships with companies such as Virgin Atlantic and the NBA.

With an unassailable commitment and the genuine desire to serve, Puddicombe and Pierson are helping the world get healthy and happy, one breath at a time.



Joe De Sena
Spartan Race

CEO
Boston, MA | Founded: 2010

Spartan Race is a global obstacle race and endurance brand that hosts hundreds of events in more than 30 countries around the world. It was founded by Joe De Sena, a serial entrepreneur, with the mission to inspire 100 million people worldwide to "get off the couch" and challenge themselves with nutrition and fitness initiatives that develop mental and physical strength.

In pursuit of that mission, the company has fostered a global community of individuals passionately living the Spartan lifestyle, which includes health and wellness products, training and nutrition programs, media entities, and 5 million social media followers.

De Sena's resilience, passion and relationships sustained the company as it mastered the balance between funding and brand building. The company's key revenue stream is event ticket sales, with other revenue coming from licensing and sponsorship arrangements. De Sena attributes Spartan's success to its authenticity, commitment to its core mission and a community of like-minded people.



“Being an entrepreneur is not always about growth, growth, growth. Sometimes it’s about save, save, save and recover.”

A. towering achievement

Award winner_ Jim Taiclet

Chairman, President and Chief Executive

American Tower

Boston, MA

Founded: 1995

A dramatic series of divestitures at American Tower helped Jim Taiclet refocus on its core business of building wireless and broadcast towers.

Jim Taiclet began his career at American Tower's Boston office on September 10, 2001. His strong operational background made him a good fit to lead the telecom real estate company. The very next day, September 11, American Tower lost 13 people in the terrorist attack on the World Trade Center.

And while Taiclet's Air Force training had somewhat prepared him for the difficult challenges ahead – layoffs, a telecom industry meltdown, a rapidly shrinking stock price and the need to care for the families of those lost in the attack – this was of a different order of magnitude.

"You always need to have a contingency plan," says Taiclet, who served as an officer and pilot in the first Gulf War and holds a master's degree in Public Affairs from Princeton University. "Things aren't always going to go right, and you have to think about your options before you're in the middle of the fray."

Real Estate, Hospitality and Construction

So in the wake of 9/11, with families grieving, the economy teetering on the edge and the dot-com bubble bursting, Taiclet had to be ready for anything.

"A lot of our customers were actually dot-coms at the time," he says. "There were significant revenue losses, and we were in a whole range of businesses that were pretty fragile. So there were some really difficult choices to make as our stock was slipping under \$1 per share."

Taiclet made the tough decision to divest American Tower of its non-core operations. Although these divisions comprised more than two-thirds of American Tower, they didn't align with Taiclet's strategic vision for the company. ►



“We look for people with high integrity — and even higher energy.”

► “Being an entrepreneur is not always about growth, growth, growth,” he says. “Sometimes it’s about save, save, save and recover. This was a period where we had to save the company.”

Taiclet and his team identified natural homes for each of the business units being sold and agreed to reduce the sale price of each divestiture on the condition that each acquirer continue to employ the American Tower people working in those units.

Before the divestitures were initiated, American Tower had 5,000 employees. After the divisions were sold off, the company reduced its headcount to around 1,000. But more than 3,000 former American Tower employees were able to keep their jobs with the acquirers.

Shedding divisions allowed the company to become laser-focused on its core business of building wireless and broadcast towers. The plan worked: the company’s market cap has since increased by more than 600%. American Tower is now the world’s largest owner and operator of multi-tenant communications real estate, with more than 150,000 sites spread across 16 countries.

Philanthropy squared

That large footprint allows American Tower to make a difference where it operates. In 2017, the company established the American Tower Charitable Foundation,

which helps students, teachers and communities in need. Through partnerships, employees collaborate with schools, nonprofits and nongovernmental organizations to bring advanced technologies to the classroom.

This philanthropic initiative is best exemplified by the foundation’s Digital Village Squares projects in India, Nigeria and Mexico. Digital Village Squares are learning centers anchored by tower sites that provide computer and internet access as well as technology training. The mission is to provide educational opportunities to those who are most at risk of being left behind by the technology divide.

In addition, American Tower is still supporting the families of those 9/11 victims through scholarships. “We’ve established an education fund for all the surviving children,” Taiclet says. “Our employees, our managers and even our business partners pitched in to make sure that they had what they needed to complete their educations.”

Next moves

Today, American Tower has a staff of 4,700 – nearly back to its pre-divestiture days – and a corporate culture that focuses on the best of the best for executive talent.

“We look for people with high integrity – and even higher energy,” he says. “We have some fantastic people, some of whom have carried us through for 20 years.” That stability has allowed American Tower to expand globally and build microtowers, Wi-Fi networks, rooftop sites and backup power solutions.

American Tower’s next moves will be centered on drones, virtual reality, on-site data centers and self-driving cars.

“We have an entire innovation program that’s looking at the opportunity for fifth-generation networks,” Taiclet says. “In addition to our existing customers, which tend to be telecom companies, new customers will come along, and we can use our 40,000 towers in the US for those purposes.”

Those potential customers may be companies in the aerospace, automotive and energy industries. “The network of the future is going to be much more dense,” he says. “And there’s going to be a huge entertainment component, with self-driving vehicles leaving people free to watch movies and play video games.

“This is going to be a long-cycle deployment,” Taiclet concludes, “and we want to make sure that American Tower is the platform for that.” ■

150,000
16
4,700

Sites

Countries

Employees



finalists



Brian Yeager



Michelle Yeager-Thornton



Brian Yeager

President & Chief Executive Officer

Michelle Yeager-Thornton

Co-Founder and Chief Operating Officer

The Champion Companies

Westerville, OH | Founded: 2010

Very few companies are family-owned, veteran-owned and woman-owned. The Champion Companies can claim all three distinctions.

Raised by a single mother, Brian Yeager and Michelle Yeager-Thornton worked their way through Ohio State University. Yeager-Thornton worked throughout college, while Yeager paid his way through the G.I. Bill and enlisted in the Army.

With almost no money and little experience, they founded The Champion Companies and purchased an apartment complex in 2010. As with any new venture, the learning curve was steep. The siblings wore all hats, from marketing and finance to operations, maintenance and HR.

One complex soon led to another, and operational excellence earned them additional third-party property management clients. They purchased more sites, established a real estate brokerage and hired a construction development team.

They now own and manage almost 5,000 apartments and oversee 120 employees.

Jeff Hargrave

Mahogany, Inc.

President/CEO

Baltimore, MD | Founded: 1991

Thirty years ago, Jeff Hargrave was at a crossroads, potentially facing hard time in jail. He then made a life-changing decision to enroll in the McCormick Construction Company's apprenticeship program in lieu of jail time.

At McCormick, he learned the art of construction and management. The program led to full-time employment, providing him with strong construction skills and the confidence to go into business for himself in 1991.

Today, his company, Mahogany, Inc., is a wholly African-American-owned and -operated concern with 60 employees, specializing in general contracting, millwork and commissioning services. Mahogany recently signed deals for projects in New Jersey, New York, North Carolina, Virginia and Washington, DC.

Hargrave's commitment to his people was most evident during the financial crisis of 2008. During that time, commercial construction stagnated and Mahogany began generating losses. He refused to lay off any employees.

Going full circle from his difficult upbringing, Hargrave employs at-risk graduates from Baltimore's public schools in his carpentry department.

Werner Nistler, Jr.

Touchmark, LLC

Founder and Chairman

Beaverton, OR | Founded: 1980

Werner Nistler, Jr., started Touchmark when he saw how many seniors in the US and Canada are forced to live alone. Too often, married couples have little choice but to spend the last precious years of their lives apart because one of them has greater care needs.

Nistler saw how this separation contributes to depression among the elderly and envisioned a campus where couples could move in earlier and live the balance of their lives together while getting the assistance and medical attention they required.

Each of Touchmark's 13 full-service retirement communities caters to the needs of residents while connecting with the wider community. Amenities such as vineyards, restaurants and wedding venues are open to the public, giving residents the social interaction they need.

The company also gives back to the community with an all-volunteer Touchmark Foundation that enhances the well-being of seniors and grants scholarships to nursing students and teachers.

Improving health care, *one connection at a time*

Award winner_ Jeff Tangney

CEO

Doximity, Inc.

San Francisco, CA

Founded: 2011

Jeff Tangney's Doximity network makes it easier for physicians to collaborate.

Jeff Tangney likes to joke that his physician friends call him the “doc whisperer.” But it’s not a joke. Even as a pre-med student, Tangney could see that physicians faced unique and difficult challenges in connecting with each other to benefit patients and build their practices.

For one, even though many physicians spend their days surrounded by patients, nurses and other practitioners, they often feel isolated. Burdened by heavy caseloads and limited by patient confidentiality laws, they have a hard time sharing stories or swapping ideas with doctors from other practices.

“Being a doctor today and communicating is quite hard,” Tangney says. “You can’t use email – can you imagine doing your job without email?”

What’s more, disparate medical record systems and antiquated tools like fax machines make it difficult for physicians to collaborate.

Tangney eventually decided not to enter medical school, but he still pursued a career dedicated to improving the lives of doctors and patients. After working as an associate at a small health care company, he created a medical reference guide for mobile devices. He then sold that company and built on the experience to launch Doximity, a social network for the medical community.

Since 2012, more than 1 million medical professionals have signed up for the Doximity network. This includes more than 70% of all physicians in the US, giving Doximity the fastest physician-adoption rate of any software in history.

Helping from the inside

Tangney modeled the Doximity platform after the world’s most successful professional network, LinkedIn. Tailored to the way clinicians work – from CV format to medical specialties – Doximity enables medical professionals to upload their résumé, update their experience, and connect with colleagues from other practices and locations. ►





“We’ve grown into the biggest network of physicians by focusing on their needs and helping from the inside.”

With physicians' daily workflows already crowded by appointments, Doximity integrates its array of tools into one platform. Recognizing that the health care industry still relies heavily on paper,

that Doximity content stays on target for physicians, the company also has 17 full-time physicians on staff.

An even more important benefit to physicians, however, is Doximity's ability to help members access a secure network of confirmed, licensed medical professionals. As a result, physicians know that when they collaborate through Doximity's secure, HIPAA-compliant platform to discuss patient treatment and identify specialists for patient referrals, they are connecting with legitimate peers and colleagues.

And Doximity is laying a strong foundation for the future. More than 90% of fourth-year medical students are on the platform, positioning Doximity to be an essential resource for the next generation of medical professionals.

A foundation for the future

Tangney is also seeking nontraditional ways to help physicians. He and his wife founded the Doximity Foundation, a nonprofit organization that provides opportunities for US physicians to travel and volunteer their medical services in underserved areas domestically and around the globe.

Through the foundation, licensed medical providers with a verified Doximity profile can submit mission proposals for consideration and receive a grant of up to \$2,000 to supplement travel, empowering clinicians to treat patients in need, regardless of geographic location. By expanding physicians' outlets for pro bono work or medical missions, the foundation hopes to help them reconnect with friends and colleagues and alleviate some of the stress that comes with their profession. Tangney is well aware that the suicide rates for physicians are significantly higher than those of the general population: twice as high for men, and four times as high for women.

Doximity reports an employee turnover rate well below the industry average of 20%, which Tangney attributes to the

company policy that allows employees to work remotely and to the fact that they see their work as benefiting society.

In the future, Tangney plans to use the Doximity network to launch a new patient-facing application that helps patients find treatment for less-common diseases. "We're already the place that doctors go to find other doctors," he says. "We want to become the place where patients find the right doctor as well."

Ultimately, Tangney wants to transform the industry, setting the stage for a more efficient health care environment that improves the lives of both doctors and patients. ■

1m Medical professionals signed up for Doximity
70% Percentage of physicians in US with Doximity
17 Full-time physicians on staff

Doximity lets users send and receive faxes on any mobile device anywhere.

"I often joke that in health care, the people who say they're disrupters are really just disturbances," Tangney says. "We've been humble enough to know



“Being a doctor today and communicating is quite hard. You can’t use email — can you imagine doing your job without email?”

that health care is a system that you need to work *within*. We've grown into the biggest network of physicians by focusing on their needs and helping from the inside."

In addition to enabling better networking and workflows, Doximity employs a team of 30 data scientists who use machine learning to read 300,000 medical journals per week and push customized knowledge to users based on their specialties and areas of interest. To make sure

finalists



Nicholas Ryan Friedman

Omar Alexander Soliman

Nicholas Ryan Friedman
Co-Founder and President

Omar Alexander Soliman
Co-Founder and CEO

College H.U.N.K.S.
Hauling Junk & Moving
Tampa, FL | Founded: 2005

When they started their summer business hauling junk away from homes in California, Nick Friedman and Omar Soliman just wanted to earn spending money and help pay college expenses. Disrupting the moving industry was the last thing on their minds.

Then Soliman entered the Leigh Rothschild Entrepreneurship Competition at the University of Miami. Impressed by his business plan, one of the judges offered his business card and told Soliman to pursue his dream. Soliman won the competition, and after graduating, he and Friedman quit their corporate jobs and started College H.U.N.K.S.

Since then, they've built a company with a network of more than 100 franchises that is atypical for a moving company: H.U.N.K.S. follows a socially conscious business model that includes training and scholarship opportunities for employees. For each completed move, the company also donates two healthy meals to the international charity Feeding Children Everywhere.



Rich Whitney

Anthony Gabriel, MD

Anthony Gabriel, MD
Co-Founder and Chief Operating Officer

Rich Whitney
Co-Founder, Chairman &
Chief Executive Officer

Radiology Partners
El Segundo, CA | Founded: 2012

When they started out, Rich Whitney and Anthony Gabriel ran Radiology Partners, or RadPartners, from their living room. Today, they manage one of the largest physician-led and -owned radiology practices in the US, succeeding in an environment that traditionally has resisted attempts at consolidation.

The two recognized that trying to outsource radiology to gain efficiencies wouldn't work. Local radiologists play a pivotal role in giving recommendations and opinions on patient care to physicians. Instead, they built their business by starting new practices run by local radiologists.

They faced an early moment of truth when two prominent physicians said they couldn't work with that model. But later that day, at a dinner meeting, another group of physicians told them not to change a thing. Confidence renewed, the duo carried on, building RadPartners into a network of 27 local practices in 17 states, staffed by more than 900 radiologists.



Rick Bates
SingleCare
CEO and Founder
Boston, MA | Founded: 2014

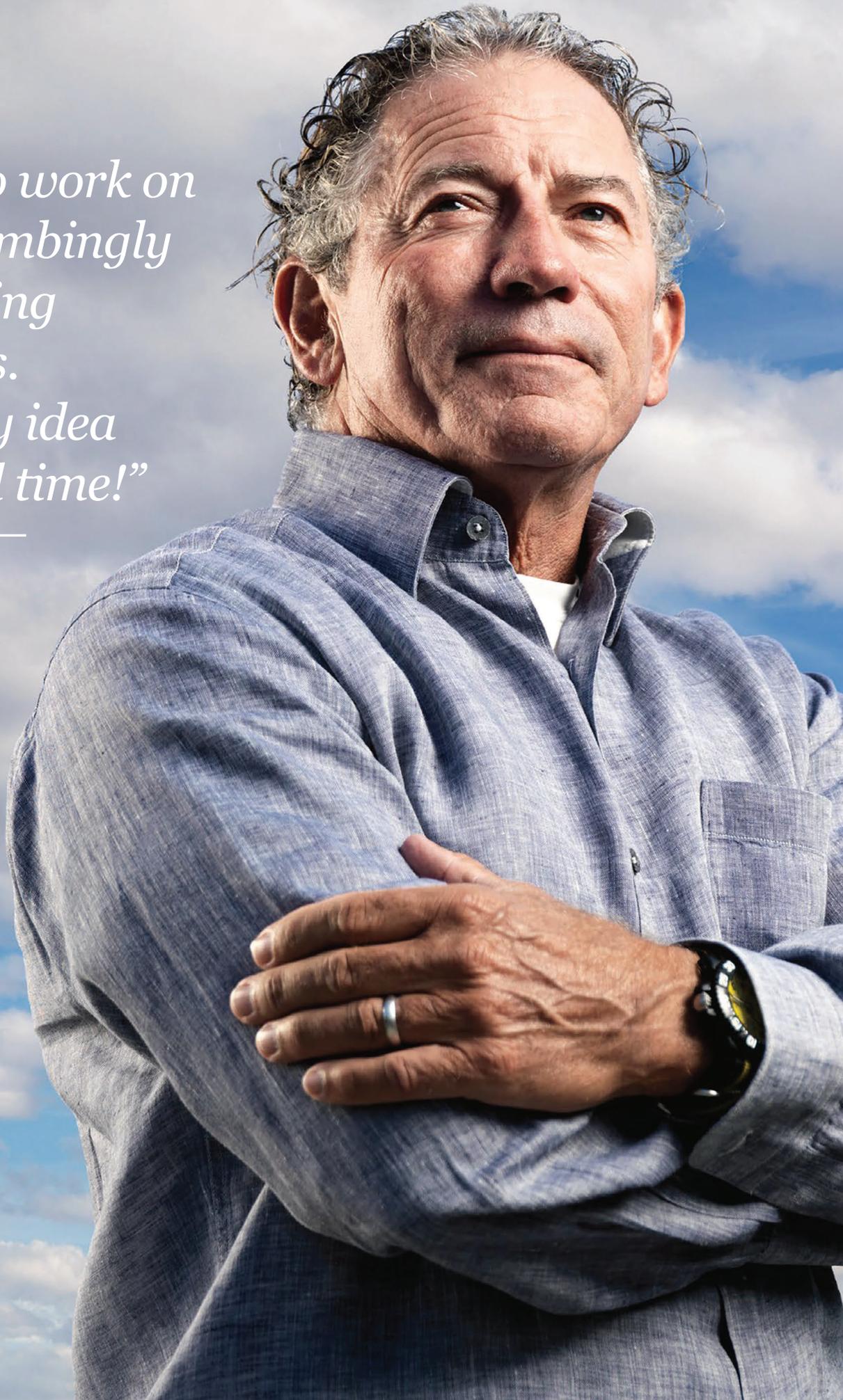
Most consumers throw up their hands in frustration over the lack of transparency in health care costs. Not Rick Bates.

Inspired by his own experience seeking treatment for his daughter after she suffered a serious sports-related injury, the serial entrepreneur founded SingleCare as an online marketplace that allows consumers to compare pricing for health-related services.

Like many health care consumers, Bates and his family had to contend with complicated pricing and claims processes that didn't reveal how much his daughter's treatment would actually cost until weeks or months later. Convinced there was a better way, Bates drew on his experience in the pharmacy benefit manager space to design a digital platform that connects members with a nationwide network of participating providers.

Armed with this information, consumers can compare prices and services, while providers get access to a broader pool of patient referrals. The digital platform also provides a payment solution for health care providers, guaranteeing payment within 48 hours.

*“We get to work on
mind-numbingly
challenging
problems.
That’s my idea
of a good time!”*



Solving the unsolvable

Award winner_ Thomas M. Siebel
CEO, Chairman, Founder
C3 IoT
Redwood City, CA
Founded: 2008

For Thomas Siebel of C3 IoT, the future of technology has finally become the present.

As a graduate student at the University of Illinois, Thomas Siebel read an essay that changed his life. It was written by eminent American sociologist Daniel Bell, well before the rise of the personal computer and the internet.

"Bell suggested that information technology would change everything about the way that we work," he remembers, "the way that we communicate, the way that we entertain ourselves – just everything about human interaction."

Siebel decided this was a game he wanted to play. He switched from business administration to computer science, with a focus on relational database technology. In 1984, he joined a small startup called Oracle, headed by entrepreneur Larry Ellison. In 1993, he founded Siebel Systems, which went on to become one of the most successful enterprise software companies in history, with over \$3 billion in revenue before it merged with Oracle in 2006. Ten years ago, Siebel created C3 IoT, now the world's leading provider of artificial intelligence (AI) and market leader in enterprise solutions driven by the Internet of Things (IoT).

"My original objective was to be able to play the game," he laughs, "so I was very fortunate

to be able to play the game over a period of some decades with some of the most significant players in the industry and have a seat at the table in realizing this vision."

Rapid acceleration

Over the course of those decades, Siebel says that absolutely everything that Bell predicted has come true. "I think the only thing that really surprises me now is the rapid acceleration that we're seeing," he admits. "What we're seeing right now is

the realization of AI. There's nothing new about that idea. It was conceived of before Daniel Bell, by Marvin Minsky and others, but it sat idle for four or five decades, in this kind of AI winter.

"And now as we power into the 21st century," he says, "there's this step function of technologies – in the form of elastic cloud computing, big data and the Internet of Things – that enable us to realize the promise of AI at a massive commercial, industrial scale. We're able to solve problems that were previously unsolvable."

C3 IoT is doing just that, enabling organizations like the U.S. Air Force, Shell and 3M to leverage the power of this new technology to increase ►

Technology

“For some reason, we have built this ball of energy where people just want to come to work.”



statistics from Glassdoor are anything to go by (4.9/5.0, with CEO approval at 99%), something is working.

“Last year,” he notes, “we had 150 open positions, for which we had 26,000 applications. We interviewed 1,700. That would be in an order of magnitude more selective than Princeton. For some reason, we have built this ball of energy where people just want to come to work.”

Who makes the cut? “We tend to self-select for people who are very well-educated, people who like to learn, people who are inquisitive, people who like to work in groups, people who like to work on really hard problems, and people who want to do something important,” he says.

“So how do we bottle this and scale?” Siebel asks. “That is going to be the key problem.

► efficiency and solve large-scale problems – something he believes is critical to their survival in this era of disruption. While the existential threat is very real, Siebel says, the opportunity is greater.

When C3 IoT started out, Siebel recalls, there was no market. Within six years, the market has exploded around it, putting it, he says, in the right place, at the right time, with the right product. The company is currently miles ahead of its competitors, cash-rich with the dominant share of a market that’s predicted to hit \$250 billion by 2025. Given inevitable downturns, Siebel’s goal is to keep C3 IoT in this position while it scales globally.

Values-driven growth

The company’s core values have been key to its growth: having a great work culture, leading by example and achieving customer satisfaction. And if

But if all we accomplish in the history of the company is what it says on Glassdoor today, I feel like we will have succeeded.”

Siebel is deeply motivated to make the world a better place, whether it is in the workplace or through customer results, be it safer energy or better health care. He is also a noted philanthropist, and he and his wife of over 30 years, Stacey, have given in excess of \$300 million to projects supporting the homeless, education, public health, energy and digital innovation.

All of this, for Siebel, is why he’s still as driven as he ever was.

“I get to work shoulder to shoulder with genuinely gifted, highly educated, motivated, committed people. And we get to work on mind-numbingly challenging problems. That’s my idea of a good time!” ■

60% Increase in revenue year over year
300% Increase in number of customers year over year
50% Global market share

finalists



Adam Foroughi AppLovin

Co-founder & CEO
Palo Alto, CA | Founded: 2012

In 2012, Adam Foroughi set out to create an app that would recommend other apps to customers based on their interests, hobbies and friends. In the process, he encountered a dilemma – how to market his own app. His new company, AppLovin, swiftly pivoted to become an advertising technology platform, helping app developers get their products into the hands of consumers using targeted ads.

Today, it's competing in a crowded digital advertising market against major players like Facebook and Google. But it's making serious headway. AppLovin now has more than 140 employees, and its revenue more than doubled from 2015 to 2017.

The company is known for its great culture, Foroughi's open-door policy and employee-first leadership style (he has a 100% CEO approval rating on Glassdoor), and dedication to philanthropy. Through an initiative called AppLovinCares, the company not only allows employees the chance to give back, but it also helps non-executive team members hone their management and leadership skills.



George Kurtz CrowdStrike

CEO and co-founder
Sunnyvale, CA | Founded: 2011

In 2004, George Kurtz sold his first computer security company, Foundstone, to McAfee for \$86 million. Seven years later, recognizing inefficiencies in the antivirus industry, he quit his job as CTO of McAfee to found CrowdStrike. The idea was to leverage the power of the cloud to host security data – a move many saw as risky.

It was a gamble that paid off. The company's cloud-based Falcon platform can be deployed anywhere at any time. The company analyzes over 100 billion events per day, and its threat hunters work 24/7 to investigate threat activity. The system is so effective that customers were instantly protected from the WannaCry and NotPetya cyber attacks of 2016 and 2017.

Under Kurtz's leadership, CrowdStrike has grown to over 1,000 employees and has more than doubled its total contract value, year over year. Its clients include 20% of Fortune 500 companies, and it maintains operations in 15 countries.



Alex Solomon Jennifer Tejada

Co-Founder and CTO
CEO
PagerDuty, Inc.
San Francisco, CA | Founded: 2009

After working in the engineering group at Amazon.com, Alex Solomon knew the importance of getting information about incidents in applications to the right person at the right time – and gleaning the correct insights.

In 2009, he founded PagerDuty, creating an alert system that allowed engineers to own their projects from deployment to maintenance. In 2016, recognizing the need for a different skill set to take the company to the next level, Solomon became CTO and handed over the role of CEO to Jennifer Tejada. Under her leadership, the company now offers solutions for other teams across companies, helping them solve problems before they reach the end customer.

Together, Solomon and Tejada have focused on building an open and honest team drawn from diverse backgrounds. They have a client list of over 10,000 small to mid-size enterprises around the world, including Lululemon athletica, IBM and Panasonic.

A home of their own

Award winner_Rubens Menin

Chairman

MRV Engenharia e Participações S.A.

Brazil | Founded: 1979



Rubens Menin and MRV Engenharia have helped countless Brazilian families take their first step on the property ladder.

As a young man in Brazil, Rubens Menin knew that a conventional career path was not for him. He craved challenges and the satisfaction that comes from making a difference in peoples' lives.

During the "favelization" of Brazilian cities in the 1970s, Menin saw an opportunity to make real estate more affordable to the masses by changing homebuilding from a quasi-artisanal activity to a true industry. In 1979 at just 21 years old, he founded MRV Engenharia with two partners.

The challenges Menin longed for materialized quickly. Within three years of the company's launch, Brazil tumbled into a national economic crisis. Under Menin's leadership, MRV survived, and he has steered it through many turbulent years since.

The company is now Latin America's largest residential real estate developer and Brazil's leading low-income housing builder. Over the past four decades, MRV has enabled countless Brazilian families to take their first step on the property ladder. It employs more than 24,000 people and has built some 300,000 properties. In fact, one in every 200 Brazilians lives in a property built by MRV.

Over the years, the search for innovation has always been part of Menin's approach. For example, MRV has employed a concrete-wall construction method that has enabled the company to decrease its average workforce from 12 to 3.5 workers. This economical, flexible and sustainable building system can be used to erect a four-story building with 16 housing units in just 10 working days.

As President of the Brazilian Real Estate Developers Association, Menin is a vocal advocate for home-building. He is passionate about

the positive impact civil construction can have on Brazil's economy, noting that the sector represents 8% of GDP and employs the most people.

"Our business is not only about economic development and income creation," he says, "but also social development: families who own their own homes have more dignity and can pursue new dreams."

In addition to increasing home ownership, Menin's legacy includes the transformation of cities and communities. Since its founding, MRV has invested more than \$302 million in urban infrastructure: road, sewage and lighting networks; schools and daycare centers; and neighborhood health care centers. MRV also has built public squares and revitalized parks.

"If you don't treat the stakeholders well – both the community and your customers – you'll naturally be pushed out of the city. We create a relationship of trust with the city," Menin says.

His other passion is sustainability. MRV is investing \$246 million over the next five years in what will be the biggest solar power project of any private Brazilian company.

"This represents a means of democratizing energy generation and will help the electricity sector as a whole," he says. "I feel great pride that MRV is a company that contributes sustainable solutions to my country."

Under Menin's leadership, MRV has grown into a family business where his can-do, optimistic attitude has been passed on to the next generation. His son Rafael is now co-CEO of the company along with his nephew Eduardo Fischer, and his daughter Maria is Chief Legal Officer. ■

One in every 200 Brazilians lives in a property built by MRV.



Congratulations to our Entrepreneur Of The Year winners worldwide

Argentina

Nicolás Szekasy,
Hernán Kazah
Kaszek Ventures

Australia

Christian Beck
Australian Technology
Innovators Pty Ltd

Austria

Karoline Scheucher,
Alois Strohmeier
Steirerfleisch
Gesellschaft m.b.H.

Belgium

Tony De Pauw,
Joost Uwents
WDP

Brazil

Rubens Menin
MRV Engenharia e
Participações S.A.

Canada

Louis Roy
OPTTEL Group

Chile

José Rosenberg
Colchones Rosen
S.A.I.C.

China - Hong Kong

George Hongchoy
Link Asset
Management Limited

China - Mainland

Xu Shilong
Geoharbour Group
Co., Ltd.

Colombia

Humberto Enrique
Rodríguez
Grupo Sala

Croatia

Mate Rimac
Rimac Automobili
d.o.o.

Czech Republic

Lubomír Stoklásek
AGROSTROJ
Pelhřimov, a.s.

Denmark

Hans Erik Bylling
Aller Aqua A/S

Estonia

Markus Villig,
Martin Villig
Taxify

Finland

Vesa Korhonen
Nocart Ltd.

France

Octave Klabla
OVH

Germany

Natalie Mekelburger
Coroplast Group

Greece

Xenofon Kantonias,
Yannis Kantonias,
Theodore Kantonias
Cosmos Aluminium
S.A.

Hungary

József Váradi
Wizz Air Hungary Ltd.

India

Sanjiv Bajaj
Bajaj Finserv Ltd.

Ireland

Harry Hughes
Portwest

Italy

Remo Ruffini
Moncler S.p.A.

Japan

Takateru Kawano
TKP Corporation

Jordan

Osama Ali,
Omar Ali
Petra Engineering
Industries Co.

Malaysia

Haw Choon Chiau
Chin Hin Group
Berhad

Malta

Angelo Xuereb
AX Holdings Limited

Mexico

Sergio Chufani Abarca
Constructora
Chufani

The Netherlands

Tijn van Elderen
Brabantia

Norway

Hans-Petter Mellerud
Zalaris ASA

Peru

Teodoro Ortiz
Incasur

The Philippines

Natividad Y. Cheng
Multiflex RNC
Philippines, Inc.
(Uratex)

Poland

Piotr Krupa
KRUK S.A.

Portugal

António Amorim
Corticeira Amorim,
SGPS, S.A.

Russia

Michael Kuchment
Hoff

Serbia

Radovan Milojević
Stublina Ltd.

Singapore

Dr. Shi Xu
Nanofilm Technologies
International Pte Ltd

Slovak Republic

Michal Weis
IBL Software
Engineering,
spol. s r.o.

South Africa

Andries van Heerden
Afrimat Limited

South Korea

Kim Yoon
Samyang
Holdings Corp.

Spain

Ignacio Rivera
Quintana
HIJOS DE
RIVERA

Sweden

Claes Mellgren,
Per-Olof Andersson
AQ Group AB

Switzerland

Thomas Hanan
Webrepublic AG

Taiwan

Dr. J. W. Kuo
TOPCO Group

Turkey

Selim Bora
Summa Group

United Kingdom

Chris Hullatt,
Simon Rogerson
Octopus Group

United States

Mary Lynne
Hedley, PhD,
Lonnie Moulder
TESARO, Inc.

An aerial photograph of a valley with a river winding through it. In the distance, a town is visible on a hillside. The scene is bathed in a soft, golden light, suggesting sunrise or sunset. The text is overlaid on the left side of the image.

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Merrill Corporation congratulates all talented entrepreneurs for their tremendous accomplishments and contributions

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For more information, contact Russ Walker, VP Sales Enablement & Alliances, at russ.walker@merrillcorp.com or 724.974.9290.

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At EY, our purpose is to build a better working world – and we mean for everyone, inclusively. A decade ago, when we realized women entrepreneurs faced unique challenges that held them back, we stepped in and created a program in the US to address the gaps.

Today, EY Entrepreneurial Winning Women is a vibrant global community of nearly 500 women entrepreneurs across 65 countries. Creating new products and solutions in every sector, they are setting the pace for generations of ambitious women who are looking up and wondering whether entrepreneurship can be for them.



Through access to talented EY professionals and our rich networks throughout the entrepreneurial ecosystem, along with injections of operational know-how, these ambitious founders secure the information, advice, contacts and community they need to scale their companies to full potential.

And in many cases, their great work now extends well beyond their primary businesses through investments and initiatives designed to advance women, create equal opportunity and improve the world around them.

In short, they have become the role models they never had.

Join us in saluting this impressive group of women founders and in welcoming the Entrepreneurial Winning Women North America Class of 2018 into the EY family. With our focus and your support, the sky is no limit to what they can accomplish, individually and collectively. ►

Meet the EY Entrepreneurial Winning Women North America Class of 2018



Joelle Faulkner
President
Area One Farms
Toronto, ON
Founded: 2013

Area One Farms Ltd. (AOF) is a Canadian agricultural private equity firm that bridges the gap between agriculture and equity – helping quality Canadian farmers expand their operations in a stable, committed partnership with investors. AOF helps farm partners adopt farm management principles and practices that help raise the effectiveness and efficiency of farming operations.



Brittany Stovall
President & CEO
Assured Quality Systems
Arlington, TX
Founded: 2013

Assured Quality Systems (AQS) is a third-party quality control and risk management company with operations in the US and Mexico. AQS employs elite in-house inspectors who execute a full range of services including containment, rework, sorting, launch and liaison support. AQS offers the unique combination of better service, faster response and quality people, enabling manufacturers to improve operational efficiency.



Liana H. Hans
CEO & Founder
Boost Healthcare Consulting
Alameda, CA
Founded: 2013

Boost Healthcare Consulting helps health care providers such as hospitals, medical groups and ambulatory surgery centers identify and recover lost revenue from underpayments and denials from third-party payers. Boost provides clients with claims data showing payer performance and root cause analysis of denial and underpayment issues. This invaluable knowledge is used as leverage when negotiating with payers and assessing overall business performance.



Megan Driscoll
Founder & CEO
EvolveMKD
New York, NY
Founded: 2014

EvolveMKD is a public relations and social media agency that combines customized solutions with high-touch client service. Through strategic thinking and flawless execution, EvolveMKD leverages its key stakeholders and strong relationships across industries to help its clients achieve superior business results. The company's goal is to navigate the ever-changing world of company-consumer interaction.



Nicole Smith
Founder & CEO
Flytographer
Victoria, BC
Founded: 2013

Flytographer is an online marketplace that connects travelers with local photographers in 250 cities worldwide for fun, candid photoshoots. With Flytographer, travelers not only return with a beautiful souvenir, but also learn cool insider tips on what to eat, see and do as they stroll the streets chatting with their local photographer.



Heather Payne
CEO
HackerYou College of Technology
Toronto, ON
Founded: 2012

HackerYou College of Technology is a registered private career college based in Toronto, Canada. Serving more than 1,000 students a year from a 12,000-square-foot campus in the tech hub of the city, HackerYou offers both vocational and non-vocational programs for people who want to learn to build websites, become developers or become better developers.

“The business visionary’s journey can be very lonely, but being selected for this elite program provides many women founders with a vital shot in the arm. That endorsement catalyzes their scaling process. It’s exciting to see.”

Lisa Schiffman,
EY Entrepreneurial Winning Women Global Leader

65 Countries in the program

Nearly 500 Women founders participating



**Debra Jasper
Betsy Hubbard**
Co-Founders
Mindset Digital
Worthington, OH
Founded: 2011

Mindset Digital provides training and consulting to leading corporations and more than 150,000 professionals around the world, from Australia to Dubai. The company's game-based, dopamine-generating learning experiences create excitement, embrace digital mindsets, drive adoption of the latest tech platforms, and show clients not just what's now, but what's next.



Jill Marlan
Owner & Founder
**Peak Performance
Physical Therapy**
Lansing, MI
Founded: 2011

The purpose of Peak Performance Physical Therapy is to educate patients that they are allowed to take charge of their own health and pain management plan. The company provides an advanced integrated approach to minimize or eliminate pain; restore mobility, strength, flexibility and balance; and maximize function for activities of daily living, work and recreation.



Jennifer Yen
Creator & CEO
Purlisse Beauty
Beverly Hills, CA
Founded: 2011

Purlisse Beauty was founded from the desire to create a skincare line with an emphasis on ingredients that gently heal, soothe and repair the skin without the need for harsh chemicals. Purlisse is derived from Asian beauty wisdom, reinvented into modern, multitasking and high-performing skincare essentials that are safe for all skin types, even hypersensitive skin.



Sash Sunkara
CEO
RackWare
Fremont, CA
Founded: 2009

RackWare helps Fortune 500 enterprises migrate to the cloud; protect their workloads through backup and disaster recovery; and manage multiple physical, virtual and cloud environments on a single pane of glass. The RackWare Management Module (RMM) uses proprietary any-to-any replication technology to deliver easy and efficient migrations while providing multiple disaster recovery options.



**Alyssa Furtado
Lauren Haw**
Co-Founders
**Ratehub &
Zoocasa**
Toronto, ON
Founded: 2010

Ratehub Inc. connects Canadians to the best financial products on the market. More than 5 million Canadians visit Ratehub.ca every year to get personalized financial recommendations. Zoocasa is a real estate brokerage and the first real estate company in Canada to focus on pairing online technology with a full-service offline team.



Lisa van Kesteren
CEO & Founder
SeeLevel HX
Atlanta, GA
Founded: 2008

SeeLevel HX is the nation's leading mystery shopping and customer experience agency, helping brands in retail, the quick-service restaurant sector and finance improve customer experiences across all channels. SeeLevel HX provides the data its clients need to continuously improve customer service, launch new products, and evaluate and correct operations issues using its network of more than 650,000 mystery shoppers across the US.

Thank you to our panel of distinguished judges who worked tirelessly to identify the best among a field of exceptional candidates:

Patricia "Pat" Hedley, Investor, CEO, The Path Ahead

Don J. Morrison, CA, CPA, CIRP, ICD.D.

Lori A. Torres, Founder and CEO, Parcel Pending

Naomi Whittel, Founder, Reserveage Nutrition

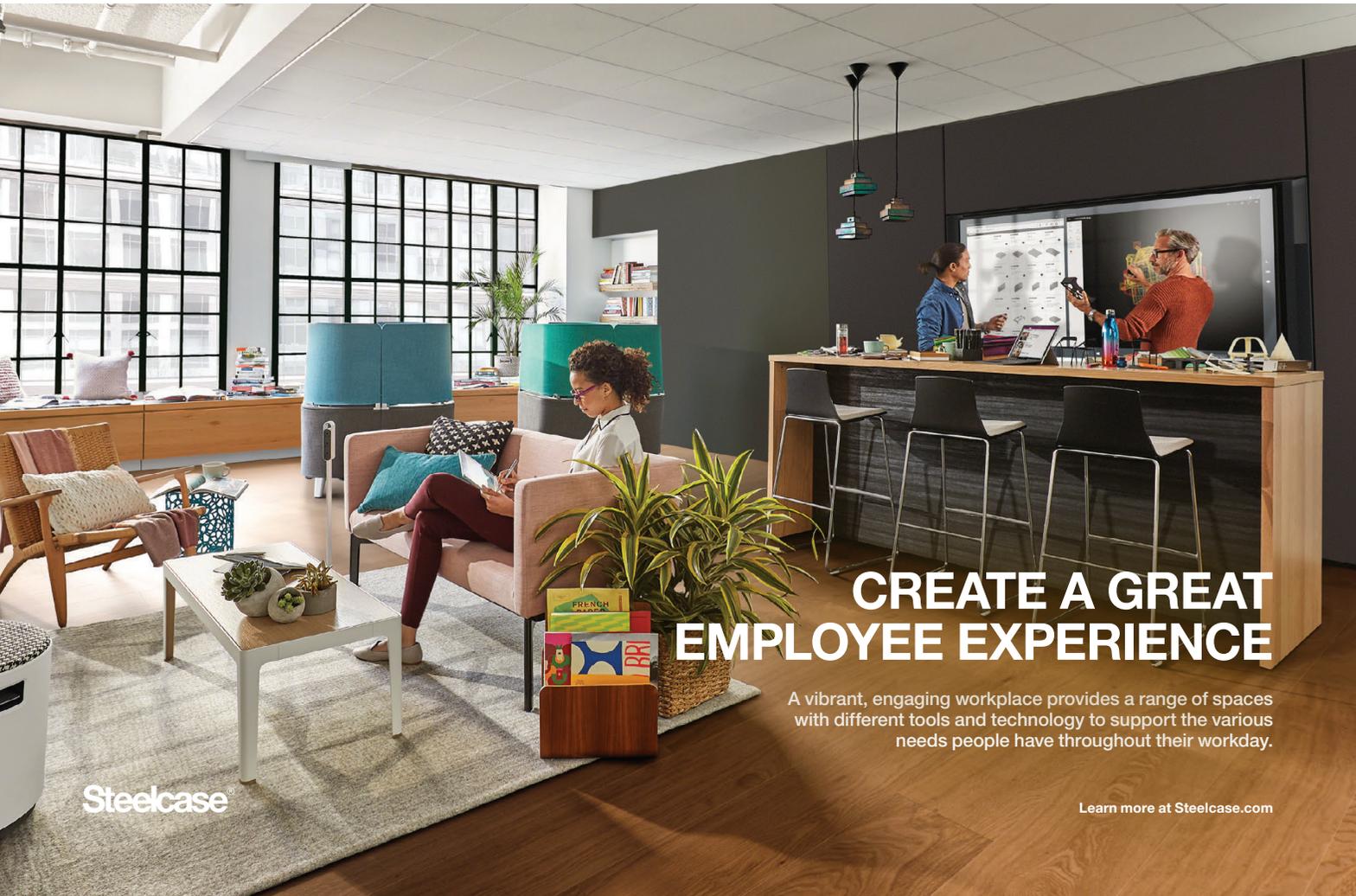
For more information on the EY Entrepreneurial Winning Women program, please contact Lisa Schiffman at lisa.schiffman@ey.com or Kristin Duffy at kristin.duffy@ey.com.

Whose tomorrow will you change today?

EY is proud to support NFTE (Network for Teaching Entrepreneurship) as it activates the entrepreneurial mindset and builds startup skills in young people from under-resourced communities. In addition to being one of NFTE's largest supporters, EY professionals sit on NFTE boards, mentor students and judge business plan competitions. Investing in the next generation of entrepreneurs – it's one way we're building a better working world.

The better the question. The better the answer.
The better the world works.

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A hand is shown from the bottom, cupped and holding a glowing sphere of water splashes. The water is bright white and blue, with many small bubbles and droplets. The background is dark, making the water stand out. The hand is also dark, with some highlights on the fingers and palm.



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Of The Year®**



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If you've been inspired by an unstoppable entrepreneur or are one yourself, submit a nomination for the Entrepreneur Of The Year® 2019 program.

Visit us online at ey.com/us/eoy for nomination materials. The entry deadline is March 8, 2019.

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