

Providing Information Technology and Engineering Services to Fortune 1000 And Government Client since 1999, with a focus on Responsiveness and Exceptional Service, OpTech is looking to continue their High Growth

**Business Services
Tech & Engineering**

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**Ronia Kruse
CEO**

BIO: Ronia Kruse is the Co-founder, President and CEO of OpTech, LLC, an award-winning information technology and engineering staffing and solutions provider. Kruse has utilized her deep skill set and broad experience to build OpTech into a highly successful, nimble and versatile firm. Her professional expertise lies in the areas of corporate strategy and strategic planning, treasury and financial management, marketing, branding and busi-

ness development, strategic partnership, human capital planning, talent management and leadership development, and developing cutting-edge technology solutions.

About OpTech:

OpTech is an award-winning Professional Services firm providing Information Technology and Engineering services to Fortune 1000 and Government clients. OpTech's leadership and innovative solutions address the critical needs of our clients in the banking, manufacturing, insurance, utility, healthcare, mortgage, and government sectors. Our success is based on the effective application of People, Process and Technology. OpTech's capability, responsiveness and exceptional service have led to the company's solid growth and outstanding reputation.

Based in Southeastern Michigan with offices nationally, OpTech connects clients to the top Information Technology and Engineering talent from coast to coast. For our employees, OpTech offers outstanding career opportunities in today's hottest technologies and supports the most innovative companies. It is through our Best Values that OpTech collaborates with and supports clients, employees, vendors, partners and our community.

OpTech provides services in the following sectors: Professional Services: Contract, Contract to Hire and Permanent Placement for Engineering and Information Technology Professionals; IT and Engineering Solutions: Application Development and Maintenance, Integrated Solutions and Busi-

ness Process Outsourcing; Managed Services: Full-service Master Service Provider, Cyber Security, Data Management, and Applications Development & Support

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Ms. Kruse, what is the vision at OpTech?

Ms. Kruse: By 2015 OpTech will be a seventy million dollar company and is a premier provider of work force solutions, IT and engineering solutions and managed services to a variety of commercial and government clients expanding across the country. OpTech will derive 50% of its revenue from its solution practice, which is how the company was founded back in 1999, offering managed services in cyber security, application development and process improvement.

CEOCFO: What is special about OpTech?

Ms. Kruse: We are in the people business. One of the key things that we offer our clients is exceptional client service. We treat all of our Clients as "A" Clients. We are very forward thinking. We always think outside the box to provide solutions to our Clients, positioning us ahead of our competitors. We provide staffing as well as managed solutions. In terms of the staffing piece, we have individuals who excel in delivery. They focus on skill sets. Everyone is challenged with finding talent. While there are many unemployed people, the positions that we are trying to fill

are very difficult to come by. We are a very “niche” player in a lot of key skill sets that our clients would otherwise not be able to find. Therefore, our recruiters specialize in those skill sets. As far as solutions; we are a niche provider in cyber security, application development and solutions integration. We have an exceptional team of individuals that specialize in cyber security. They are well regarded and well known in providing many forward thinking solutions to our Clients. That is just how we operate.

CEOCFO: Would you give us an example of an “out of the box” solution, or something you have come to a customer with, rather than them coming to you and saying “we need this”?

Ms. Kruse: I will give you an example. We are all aware of the challenges where you completely centralize your vendor management as well as your staffing. We developed an application about fourteen years ago and brought that solution to our Clients to completely automate the resource management process, way ahead of when they actually started implementing that solution. That was because we were founded on the premise of solving business problems; doing a lot of process improvements for our Clients. That is the mindset we have always brought to our Clients. In that case, we completely came up with a solution to automate the entire resource fulfillment process, from beginning to end, long before the customer even thought about doing it. Then a couple of years later they decided to go with that model. Sometimes our solutions are so ahead of the game that they get implemented a couple of years later by our Clients.

CEOCFO: How do you breakdown, now, between government and commercial? Would you like to see the mix of clients changing?

Ms. Kruse: We service a wide variety of industries. The company was founded doing a lot of automotive, because we are in Michigan. We started diversifying in many different

industries. One of niche areas is the financial sector. Diversifying into government has been more of a stability factor for us. Given the challenges that government is facing, we felt that we could achieve the same success with the current service models and bring those service models to the government. We are servicing a couple of different departments within the government to provide our services, so we are very focused and niche based. It is in line with our vision in our business. However, they are two completely different animals, altogether. Our commercial clients operate very differently than the government. The government has a very lengthy decision process. Sometimes it is very frustrating dealing with the government, because they move very slowly. The implementation cycle is very lengthy and given that we are in the technology field by the time they make a decision the technology could be obsolete.

CEOCFO: You have a national footprint and some national offices. How have you decided where to set up your offices?

Ms. Kruse: I am originally from Michigan. For the most part, we have followed our clients into new markets such as Washington D.C., Atlanta, Dallas, Hawaii and Ohio. We also look at expanding markets and where our talented people live, which is why we established a presence in Denver. Denver is a great market where technology is expected to grow significantly over this year and into next year. There are certain clients that operate nationally.

CEOCFO: You have talked about changing technology, which certainly is happening more and more. How do you decide what to pay attention to, what is going to stick and what may be a “flash in the pan”?

Ms. Kruse: There are many trends out there. I think it is important to understand the market, understand your client and what they are looking for. To that end, we cannot be an expert at everything, so we often have to look internally to see where our best value is, where we want to

specialize, given the market, given where our clients are, to offer the better solutions for our Clients. We are involved with many different professional and industry organizations. We do a lot of reading and a lot of research. We listen to our clients. We evaluate what is going on with them and try to bring them some ideas before they even realize that they have a problem. It is really just understanding what is out there and then looking internally to see where our competencies are, so that we can deliver those solutions to our Clients.

CEOCFO: How do you reach new clients?

Ms. Kruse: We know what we are good at. We do a lot of research on the market. We get a lot of referral business from Clients and from their employees. We get new clients through networking, both formally

“We listen to our clients. We evaluate what is going on with them and try to bring them some ideas before they even realize that they have a problem.”- Ronia Kruse

through organizations and informally. We have an internal business development team. We have an advisory board. There are many different ways that we are able to go and get new business. However, we are true to ourselves. We are not keen on selling or pursuing an opportunity that we know we cannot deliver on. That is really important, because we view ourselves as being a very ethical and very trustworthy partner to our clients. Therefore, if we cannot deliver something we let them know right away, instead of going after an opportunity and failing.

CEOCFO: Do you work internationally as well?

Ms. Kruse: We have done some off shore projects. We do not currently service Clients outside of North America. We have done some work in Mexico and Canada.

CEOCFO: Business has been good for OpTech. What have you found, with the current, recent economic

conditions? Has it helped, hurt or had no effect?

Ms. Kruse: It absolutely does have an effect. During the recession in 2008 / 2009, as a Michigan based company we felt the recession for a very long time. That is because the automotive industry was the primary industry here in Michigan. I think, quite honestly, in terms of the down turn in the economy, it was a great opportunity for many companies. That is because many of the companies that went through bankruptcy got "right sized", and it was long overdue. It made a lot of businesses stronger. It put many weak businesses out of business, but it also posed an opportunity to provide more value added services. That is because we do not have the luxury of being wasteful to our Clients. They do not have the luxury of being wasteful, and that was not always the case. I think that they are much stronger because of the down turn, today, than they were ten years ago.

CEO CFO: Why should investors and people in the business community pay attention to OpTech?

Ms. Kruse: If you look at our track record we have grown significantly over the years. We are viewed as true partner to our Clients. That is because we are not trying to sell them something that they do not need. We view ourselves as an extension of our Clients. We are forward thinkers. We are always coming up with great solutions. We are very people centric. We help grow the people that are within our organization. We help the people that are our clients and we give back to the community. That speaks to the successes we have had since the start of the company. It is all based on the foundation of absolute ethics, which unfortunately is not present in a lot of businesses. From that standpoint, we are viewed very highly by the entire community that we serve. You can expect exceptional service and more fully developed amazing solutions that will really "spring board" us to significant growth in the coming years.

CEO CFO: Would you tell me about the "giving back" and your charitable contributions?

Ms. Kruse: We are a very charitable organization. We support a number of different foundations. It is very important to provide a sound education to our children, because they are our future. We have to invest in the leaders of tomorrow. We give a lot of support to the schools in southeastern Michigan; Cornerstone Schools is one, Hiller Elementary is another. We provide a lot of support to the Girl Scouts, because we need to see more female business leaders. It is very important to our company to reflect the diversity in our community. We offer a lot of charitable giving to the poor in our community through a number of different organizations that help the underprivileged. It is really the deep fabric of who we are as a company, to give back to the community that we serve.



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