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**IoT Solutions, Consultants, Developers, Designers, Interactive Installations and Connectivity Platform for Enterprise, Aviation, Industrial Food & Beverage and Consumer Applications**



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CEOCFO Magazine

**CEOCFO: Mr. Durand, would you tell us about Forest Giant?**

**Mr. Durand:** Forest Giant focuses on the Internet of Things (IoT), experiential design, interactive exhibits, as well as enterprise and consumer applications. On one hand, we're a consulting firm that helps our clients map out and solve problems. On the other hand, we're a strategic development and creative design team that uses a unique iterative process to ensure our projects yield the best results for our clients.

**CEOCFO: Would you walk us through a typical engagement so we can understand how you engage with your clients?**

**Mr. Durand:** Many of our clients may have an idea or a vision for what they would like to do and it's our job to help them work through the best way to approach it. We work closely with them over a 2- to 6-week period (or sometimes longer) to understand who they are targeting, why they are targeting a particular audience, and how to map out the best technology solution.

We never just dive in and start building something; we take the time to do our homework and put the right strategy in place so when we move into the development cycle, we have collective buy-in from all parties regarding the project's vision and scope of work.

We've had projects for as short as two months to some that have lasted over three years. It is important we're constantly pushing out builds from a development standpoint and making sure what we're building is actually resonating with our target audience. Above all else, the projects that we build yield results for our clients. When our clients win, we win.

**CEOCFO: How do you help a client recognize what they are really after?**

**Mr. Durand:** Everything starts with an idea. An idea is driven typically on assumption. It's about how you gather quantitative and qualitative data to help validate the assumption, which turns ideas into reality.