

the 2013 CLIFFHANGER

By Dan Mills

executive outlooks

How Baltimore's business leaders
are preparing for 2013

In this "new normal" of an economy, business owners have been forced to adapt to achieve success. These CEOs have been proactive – adjusting their service offerings, narrowing their focus and even investing in new technologies and endeavors to combat the unsteady marketplace. Whatever the matter, these CEOs see both challenge and opportunity in the current and future marketplace, and they are out there planning to take it head on.



Mark Schwaiger

managing partner, Infiniti HR
Human resources

I think the main reason we've been successfully selling accounts through the downturn is our culture and our focus has always been [to] do what has to be done to get the client, whether it's reducing rates a bit or carving out a specific product for that client so that they feel like this is

a homemade product just for them. The result is we get a lot of really great clients. We're a



Scott Swidersky

president, DocPoint Solutions
Technology solutions

The economy has been an absolutely brutal environment to work in. We are now going back and assessing, what are our wants and needs? What will make us successful is this new, leaner approach that allows us to be more agile and get places very quickly with very little planning and little allocation of resources. We also do a lot of consulting on the front end with our customers. Before, we went to market so quickly that we were attempting to sell a solution to solve a business requirement with a technology. Today, the customer isn't certain as to what the scope of the problem is. So we spend a lot of time in a need analysis phase to help the customer understand what the extent of the problem is and what it will take to solve it.



Betsy Cerulo

CEO, AdNet/AccountNet, Inc.
Staffing

Even though there is improvement in the economy, I think everyone is always tight with budgets. The good part is that we're experiencing healthy growth, but it's the result of a lot of hard work. We've had to trim a lot of costs and use the dollar more effectively and efficiently. I see a great deal of opportunity within the federal and state government. Large corporations just aren't positioned for the pricing demands of the government. It's really the smaller businesses that can be more flexible there. So we're able to seize a lot more of those opportunities in this economy. I'm also building alliances with other companies that have certifications that I don't have and ones that don't have certifications that I do have. You have to constantly recreate yourself.