

Friday, March 27, 2009

‘Finish what you start.’

Andy Atkins-CRM Manager



Jeff Fusco

Andy Atkins is standing in front of a Bell H47 Helicopter at the American Helicopter Museum in West Chester. Atkins' father was founder of the ARCO Go Patrol, a helicopter traffic news service launched in the '60s.

PERSONAL INFORMATION

Name: Andy Atkins

Title: CEO/founder

Company: CRM Manager, Malvern

Type of company: CRM Manager (www.crm-manager.net) is a software implementation and integration firm that specializes in salesforce.com and Google Enterprise solutions. Services include complete configuration, analytics, integration, education and on-going consulting services.

Recent project: We recently implemented salesforce.com at Harvard.

Education: Pennsylvania State University, BA in political science.

First job: Laborer for George & Lynch Road Construction Co. in 1974.

Little-known fact about you: I worked for John B. Anderson's presidential campaign in 1980.

Home: Chadds Ford.

business philosophy

Essential business philosophy: Believe wholeheartedly and enthusiastically in your service and product.

Best way to keep a competitive edge: Work twice as hard as your competition and deliver better-than-expected results to your customers.

Yardstick of success: Build a business that someone needs to buy.

Goal yet to be achieved: Growing CRM Manager into a nationwide software consulting firm.

judgment calls

Best decision: My wife and I have two wonderful children and that is the best part of our life today.

Worst decision: Selling part of the business I started in 1989 to a venture capital firm in 2000.

Toughest decision: Leaving a large company in 1989 to start my own business.

Mentor: My old football coach (who has been coaching at the same school for 42 years!).

true confessions

Word that best describes you: Persistent.

Like best about your job: Meeting with clients, prospects and partners.

Like least about your job: Administration and operations.

The most important lesson you've learned: Never quit.

Life motto: Finish what you start.

Greatest fear: That something bad would happen to someone in my family.

Person most interested in meeting: President Obama.

Company you respect most: Salesforce.com.

First choice for a new career: Teaching and coaching.

Greatest extravagance: Our beach house in Lewes, Del.

ET cetera

Award/honor most proud of: Putting the deal together to buy the assets and become chairman of ExecuTrain Corp. in 2002.

Most influential book: "Swim with the Sharks," by Harvey Mackay (motivated me to start my own business in 1989).

Favorite movies: "Castaway" with Tom Hanks and "The Searchers" with John Wayne.

Favorite restaurant: Striper Bites in Lewes, Del.

Favorite vacation spot: Besides Lewes Beach, Sea Island, Ga.

Favorite way to spend free time: Golfing and walking the beach.

Automobile you drive: Mercedes-Benz.