



# GUEST PROFILE

## Individual Profile

**Name:** John Smith  
**Title:** President  
**Tel:** 012-345-6789  
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## General Information

Multimedia Co.  
100 East St.  
Orlando, FL 32789  
United States  
www.example.com

## Personal Profile

**Years/Positions with Company:** 5  
**Previous Employers/Positions:**  
**Total Years in Commercial Electronics Industry:** 19  
**Education:** BS in Management Information Systems  
**Association Membership/Leadership:**

**Brief Bio:** I founded and operated an AV integration firm from 2002 to 2011. We performed both residential and commercial installations. By 2010 we were focused 80% on commercial installations and in 2011 we merged to better scale our business, focus on commercial installations. Now we provide integrated cabling, AV and security solutions.

**Favorite Aspect of Commercial Electronics:** Commercial Electronics is a dynamic and evolving industry. The needs of the clients are changing, the solutions are changing and the way we do business is changing. If it was easy we wouldn't have a job!

**Hometown:** Orlando, FL

**Married/Single/Family:** Married

**Leisure Pursuits:** Skiing, Cycling, Soccer, and anything outdoors

**Favorite Food & Drink:** A cold beer on a hot day

**Favorite Sports/Teams:** Dolphins

## Company Information

**Please indicate your company's total 2015 revenue from all sources:** \$65,000,000

**What percentage of year-over-year growth or decline does this percentage represent (use minus/- to indicate decline):**  
30%

**Please indicate your company's total 2015 revenues derived from equipment, service and installations in commercial/industrial/institutional/governmental facilities:**  
\$18,000,000

**What percentage of your company's 2015 commercial/industrial/institutional/governmental installations featured each of the below products/systems? (Does not have to total 100%):**

- **Audio:** 20%
- **Automation & Control:** 30%
- **Video Displays:** 35%
- **Digital Signage:** 5%
- **UCC (Audio/Video Conferencing):** 10%
- **Security:** 0%
- **Information Technology:** 0%
- **Lighting:** 0%
- **Energy Management:** 0%
- **Telecommunications:** 0%
- **Other Products:** 0%

**Number of Years in Business:** 13

**Number of Full-Time Employees (Average 2015):** 350

**Number of Business Locations:** 4

**Number of Commercial Systems Installations (2015):** 1200

**Please indicate the % of your total system installation revenue is derived from each of the following markets:**

- **Commercial Office Space:** 35%
- **K-12:** 10%
- **Higher Ed:** 10%
- **Health Care:** 20%
- **Hospitality (Hotels, Resorts, Restaurants, Bars, ...):** 10%
- **Worship:** 0%
- **Government:** 5%
- **Retail Stores:** 0%
- **Sports, Fitness:** 5%
- **Museums, Libraries, Community Centers:** 3%
- **Manufacturing/Industrial:** 2%
- **Other:** 0%

**Please provide some insight on your company's strongest market (based on the % above):** Corporate, Healthcare and Higher Ed

**What percentage of your company's revenues are derived from recurring revenue sources (including service and monitoring contracts):** 10%

**Please indicate awards and other forms of recognition, such as board and leadership positions on industry organizations, achieved by the company and staff since 2010.:** Inc 5000 Fastest Growing Companies 6 years, Denver Business Journal Best Places to Work 2015, 2016, SCN Top



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50 2014, 2015

**We're interested in unique business practices that give your company an edge. Please share an example or two of what sets your firm apart (e.g. sales/marketing processes, strategic planning, human capital development, design approach, customer service techniques, financial management):** Integrated technology approach with AV, Cabling, and Security solutions

Project Management is focused on project planning, financial management and client communication while technical field leaders focus on the technical installation

**The industry is very focused on expanding revenue by finding new sources of customers. Please provide an example of how your firm has uncovered new customers in the past year.:** Design build and design assistance services

**What are the biggest challenges or biggest opportunities you face in 2016 and why? How will you address them?:** Continuing to grow in a competitive market place

#### **Top Suppliers:**

- **Audio Components & Processors:** Biamp, QSC, Extron
- **Audio Conferencing Solutions:** Biamp, QSC, Polycom
- **Audio Distribution Systems:** Biamp, QSC, Extron
- **Installed Loudspeakers & Subwoofers:** Atlas, JBL, Tanoy
- **Venue/Line Array Loudspeakers:** JBL, QSC, Bose
- **Assistive Listening Devices:** ALS
- **Acoustical Treatments:** N/A
- **Microphones:** Shure, Clear One, Senheisser
- **Headphones & Headsets:** Shure
- **Mixers & Mixing Consoles:** QSC, Biamp
- **Video Components & Processors:** Crestron, Extron, AMX
- **Video Distribution Systems:** Crestron, Extron, AMX
- **Projectors:** Panasonic, NEC, Christie
- **Interactive Whiteboards:** Epson, Panasonic, Steelex
- **TVs/Video Monitors:** Sharp, Samsung, NEC
- **Display/Projector Mounts:** Chief
- **Video Walls Solutions:** Planar, NEC, Samsung
- **Video Conferencing/Telepresence Solutions:** Polycom, Cisco
- **Collaboration Systems:** Barco, Crestron, AMX
- **Pan/Tilt/Zoom Cameras:** Panasonic, Vaddio
- **Digital Signage:** Visix, Tightrape, Brightsign
- **Media Servers:** N/A
- **Specialty A/V Cables, Interconnects, & IR Extenders:** Liberty, Crestron
- **Power Conditioning, Surge Suppression, & Energy Solutions:** SurgeEx, Middle Atlantic, APC
- **Cabinets, Furniture, Racks, Mounts:** Middle Atlantic
- **Intercoms & Paging Systems:** Atlas, Valcom
- **Networking Gear:** Cisco, Netgear, Crestron
- **Remote Monitoring & Management:** Crestron, AMXI
- **Cell Signal Boosters:** N/A
- **Large-Scale Control Systems:** Crestron, AMX, Extron
- **Lighting Controllers:** Crestron, Lutron

- **Motorized Window Treatments:** Crestron, Draper, Lutron
- **HVAC Zone Controls & Thermostats:** Crestron
- **Touchscreens:** Crestron, AMX, Extron
- **Video Surveillance:** Panasonic
- **Access Control:** N/A
- **Intrusion & Fire Detection:** N/A
- **Mass Notification Emergency Communication:** N/A