

Biz

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Fastest-Growing Companies

Business Incubators



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2012'S FASTEST-GROWING COMPANIES

Different studies seem to come out every day that contradict each other: Either we're bouncing back from the recession or we still have a long way to go. But if you look at this year's list South Jersey's Fastest-Growing Companies (which all recorded revenue of at least \$500,000), it's clear that they're doing more than defying the odds; they're showing what's possible here in South Jersey and what a great place this remains to do business. This year, we also asked all of the companies to share their thoughts on the biggest risk they ever took, or the best advice they could give to readers, providing a little insight into how they got where they are today.

edited by **COLLEEN PATRICE CLARK**

Nº1

Dynamic Defense Materials

BASE: Marlton

IN BUSINESS SINCE: 2004

REVENUE GROWTH (2009-2011): 7,976.86%

TOP EXECUTIVES: President/CEO Robert A. Lipinski; CFO John Yarsinsky; General Manager/Director of Sales Joe Dimond

HOW EXACTLY DO YOU reach an increase of 7,976 percent? You raise revenues from \$231,000 in 2009 to nearly \$18.7 million in just three years. For Dynamic Defense Materials, it was thanks to their patented, portable armored guard posts called McCurdy's Armor. This defense system is used to replace the sandbags used in warfare that can't protect against mortars, rockets and other artillery. Having already sold to the U.S. military, DDM is now optimistic about moving into foreign markets.



"Acquiring a company with little or no hope that required a large capital investment was very risky. We took the company from being just a concept and, after a lot of perseverance and personal financing, turned it into a profitable, well-respected defense company." → **Robert A. Lipinski**

Nº2

WebiMax

BASE: Mount Laurel

IN BUSINESS SINCE: 2008

REVENUE GROWTH (2009-2011): 2,833.34%

TOP EXECUTIVES: Founder/CEO Kenneth Wisniewski; Vice President/Principal Kevin O'Brien; Vice President of Marketing and Digital Strategy Todd Bailey; Vice President of Technology Sean O'Donnell; Vice President of Operations Michael Brescia; Vice President of Business Development Timothy Drain

THE FACT THAT WEBIMAX was founded around the cusp of SEO emergence is evidenced in its revenue: up from \$241,188 to \$7.1 million last year. The company specializes in search engine and social media optimization and marketing, paid search and pay per click management, reputation management, website design and development, and more.



"In business, the best risk I ever took was to just decide that to be successful, you have to go all in. I have always funded the business from my own personal funds, even when my wife and I didn't have much money at all. You have to bet on yourself and you have to do everything you can to make sure you don't lose the bet." → **Kenneth Wisniewski**



your company efforts. By aligning with the best, caring and brightest people, only great results will come from it."

➔ **Robert E. Petcove**

Nº 21

BASE: Moorestown

IN BUSINESS SINCE: 1996

REVENUE GROWTH (2009-2011): 35.81%

TOP EXECUTIVES: CEO Denise Eckerle; President William Eckerle; CIO Joseph Bus; VP/Operations Stephen Kenny; CFO John Kouch

EHS HAS INCREASED the number of staff as well as its areas of technical expertise and scope of operations. The company, which conducted approximately \$22 million of business last year, has more than 100

Nº 22

BASE: Pennsauken

IN BUSINESS SINCE: 1990

REVENUE GROWTH (2009-2011): 27.74%

TOP EXECUTIVES: President/CEO Stan Woodland; Managing Partner Ken Jones; COO James Woodland; Chief Marketing and Innovations Officer Susan Dorfman; CFO John Donovan; Senior Vice President, Buying Services and Deliverables, Nicole Woodland-DeVan; SVP, Healthcare and Clinical Content Services, Mike Miller; SVP, Strategic Services, Gia Mauriello; VP, Media, Steve Selinger; and Senior Director, HR, Nancy Loque

GROWTH OF 27 PERCENT is especially notable when revenue started at \$168 million in 2009. Coming in at \$214.6 million last year, Compas, Inc. is the largest corporate buyer of pharmaceutical- and health care-related media, whether it be digital, broadcast or print. Other services include targeted media buying with ByDoctor, professional journal media buying, media planning, supplier alliance management, business results management, customer insights and more.



"The biggest business risk was creating a compensation model that went against the industry norm of charging a fee for media buying function to a model that required us to create measurable media savings and be compensated by sharing in those savings we created for our clients. I was told I was crazy and this model would never work; so much for the naysayers." → **Stan Woodland**

Nº 23

BASE: Haddonfield

IN BUSINESS SINCE: 1986

REVENUE GROWTH (2009-2011): 20.93%

TOP EXECUTIVES: President/CEO Charles D. Grimley III; VP/Operations Scott Brownlee; Director of Facilities Dawn Pinto; Director of Sales and Marketing Chris Scharle; CFO John Murino;