



Harley Lippman

EDITORS' NOTE Prior to starting Genesis10, Harley Lippman was the founder and sole owner of Triad Data Inc., an information technology consulting firm. He sold Triad Data in 1998 just before founding Genesis10. He is a board member of the Yale School of Management Board of Advisors and a member of the Dean's Advisory Board at Columbia University's Graduate School of International and Public Affairs. Lippman has been named the Ernst & Young Entrepreneur of the Year™ in the consulting category. He earned his master's degree in international affairs at Columbia University and earned his bachelor's degree from The State University of New York, Stony Brook. Lippman studied in Poland on a Fulbright Program.

COMPANY BRIEF Genesis10 (genesis10.com) is a professional technology services firm that provides staffing, workforce optimization, and domestic outsourcing solutions. The company was founded in 1999 and is dedicated to providing on-site and onshore talent and talent services to help clients do more with less, de-risk their talent and delivery model and take cost out. Genesis10 has more than 150 clients ranging from mid-cap to Fortune 100 companies.

New Beginnings

An Interview with Harley Lippman,
Founder and Chief Executive Officer, Genesis10

Will you discuss your vision for creating Genesis10?

To understand the vision, you first need to know the history. I founded a company called Triad Data that I merged with a larger company and it turned out that everything that could go wrong did go wrong. Essentially, I had sold Triad Data for stock, but then the stock crashed and I lost everything. It was a very difficult time, but I started over with the vision of creating a one-stop-shop for companies to call upon when they need IT people/services. I asked 12 of my former employees to join me and 10 of them agreed. The company name was developed as the word Genesis signifies a new beginning and 10 people placed their trust in me to start Genesis10. Now, 20 years later, eight of the original 10 are still with me, and we are considered a leading IT staffing and consulting company.

Over the past two decades, we have steadily expanded the company in line with my original vision – we now have 2,000 employees and provide advice and talent to leading companies. Even with all the advances in artificial intelligence and technology, you still need excellent people. As the sole founder and owner, I have kept Genesis10 privately held, and I remain very involved in the day-to-day operations.

Will you highlight Genesis10's service offerings?

We offer traditional headhunting, temporary staffing and consulting services. We shore up resourcing gaps, whether it is an individual, a team or a full-time executive position. To help our clients improve their cost structures, we also

provide domestic outsourcing services. Instead of the work being done at the client site, the work is performed in an operated and managed Genesis10 location which we refer to as a Delivery Center. We also have a program called Dev10, where we train college graduates in technology languages and skills to be hired by our clients.

What do you see as the keys to effective leadership?

I always personally interview people who join Genesis10. I think it makes a difference to our culture and I believe it is integral to the company's success. When I started the company, my people took significant pay cuts because they trusted me, so I make sure that I invest back in staff. I believe that helps retain people, and we have extremely low turnover rates – some have been with me since the very beginning. I believe that leadership is about nurturing your people, building the best team, and creating a culture of trust.

You have experienced ups and downs during your career. Do you take moments to reflect and appreciate what you have achieved?

I am a positive person and to me, the glass is always half full. I believe that you need that approach in order to look at the challenges that will inevitably come your way and see them as opportunities. I am grateful for where I am, but there's no concept of an endpoint where I think "that's enough, I've made it, and now I'm done." I am very proud of where Genesis10 is, but I am always focused on identifying new mountains to climb. ●

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