

Ghostwritten article published in January-February 2013 issue *Modern Government* magazine: <http://moderngovt.com/issue/mg-jan-feb-2013/>

Traditional Success Does Not Always Follow a Traditional Path

By any measure, Tony Jimenez is a very successful man. And the company that he founded, MicroTech, is a brilliantly successful company. Built on a dream, and funded with borrowed retirement funds, credit card cash, and family possessions sold for operating capital, MicroTech has grown at an astounding rate since it was founded in 2004. In just those few years, the original staff of only a handful of people has grown to nearly 500, distributed in offices throughout the U.S.

And awards and recognition for both founder and company are accumulating at a remarkable rate. Mr. Jimenez has been named to the HITEC "Most Influential" list for 3 years running. He's been named the GovCon Executive of the Year, recognized as the Executive Leader of the Year by the Fairfax County COC, and recognized as the Top Minority Business Leader of the Year by the Washington Business Journal.

His company has been named to the Inc. 500 Hall of Fame, and ranked the #1 communications and networking company in Washington D.C. by the Deloitte Tech Fast 50. For the last two years MicroTech was named to the Washington Post 200, and also recognized as the SmartCEO Future 50 Fastest Growing Company in the Washington D.C. area.

Certainly an impressive array of awards for Mr. Jimenez and MicroTech, but only a small sampling of what they've been awarded in recent years.

Sometimes 'Different' is the Way to Do Things...

Most successful entrepreneurs exhibit the combination of vision, all-out dedication and leadership that has served Mr. Jimenez in guiding MicroTech from a dream to a major industry player. But sometimes it takes just a bit more than the traditional ingredients of success. Sometimes a classic success story is achieved through recognizing the necessity of doing things differently.

MicroTech has been so successful, in part, because of the value it has provided to both government and commercial customers. But it has been able to provide that value by taking somewhat of a non-traditional route. Rather than taking the traditional approach of simply responding to what the customer *wants*, Mr. Jimenez has insisted upon digging deeper, focusing on developing a high-level understanding of what the customer *needs to accomplish*. By taking the time to understand the customer's *mission*, the MicroTech team is able to focus on delivering what the customer truly *needs* to accomplish the mission.

"What are you trying to do? What's the mission? What keeps you up at night?" Those are the issues to focus upon, said Mr. Jimenez. MicroTech strives to serve its customers by developing an understanding of their goals, of their mission. And then working to deliver what their customers need to achieve their goals. MicroTech's phenomenal growth reflects the superiority of that approach over a more traditional rote response to RFP's.

"We're Doing Everything We Can, Every Day, to Get Better at What We Do"

Tony Jimenez recognizes that great success can breed complacency. "A lot of times companies grow so fast that they get focused on the growth, not on the quality," said Mr. Jimenez. "But we've got a great company and we're very excited about the things that we know we're going to do in the future. We're doing everything we can, every day, to get better at what we do."

For Mr. Jimenez to aspire to improve even *beyond* the exemplary service that MicroTech has provided its government customers since its founding is certainly an ambitious goal. But it's that very mindset that drives the most successful of entrepreneurs like Tony Jimenez.

Sidebar:

Tony Jimenez is quite an interesting and accomplished individual - even apart from his success with MicroTech. Tony is a decorated combat veteran who served for nearly 25 years in the U.S. Military. In his focus on giving back to the veteran, Hispanic and small business communities, Tony has served in many organizations such as the Disabled American Veterans and the U.S. Hispanic Chamber of Commerce. He has also been a long-time supporter and sponsor of the UFC - and even dared to spend a little time in the ring with a professional fighter (a LITTLE time, Tony emphasized!)

Tony is much sought after for his expertise in technology, governmental affairs and small business growth. He has testified before Congress on multiple occasions. And he has served as an advisor for three White House administrations, meeting on many occasions with presidents and senior administration officials.

We were excited at Modern Government when Tony generously agreed to carve a little time out of his demanding schedule to sit down for a bit of Q&A. Tony's responses to our questions were both interesting and enlightening.