

# ReachForce finding momentum

## Firm seeks new space, hires key executives

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Just months after its launch, ReachForce Inc. is reaching new heights.

The Austin-based provider of database services to sales and marketing teams is looking to move out of its current office by September or October, and expects to increase its staff of 13 to 30 by the end of the year. By the end of 2007, the company will have about 50 employees, CEO Suaad Sait says.

Currently, ReachForce is housed in the offices of its investor, G-51 Capital LLC, but Sait says ReachForce is squeezing the investors out. Because of the company's anticipated employee growth, Sait says he plans on searching for office space in the West and Northwest Austin areas.

The company has doubled in size in just its first four months, Sait says. Sait, who has held leadership roles at companies ranging from Dazel Corp. to Pervasive Software Inc. (NASDAQ: PVSU), says ReachForce has hit a rapid stride unseen by him in his previous roles.

To fund the company's growth, ReachForce is also seeking a \$4 million to \$6 million second round of funding. So far, the company is operating off about \$1 million from G-51, but Sait, who is currently pitching to investors, says the round should close by August or September. The funding will be used to hire staff in sales, marketing and engineering.

So far, ReachForce has signed on 44 customers, 18 of which are based in Austin.

Among its roster of local clients is Troux Technologies Inc., Pervasive Software Inc., the Austin Wranglers and Lombardi Software Inc.

Using technology and worldwide virtual call centers, ReachForce builds role-based custom prospect databases for midsize companies.



Sait



Granoff

Companies then use the information to form a targeted sales and marketing campaign. With ReachForce's services, Sait says his clients reach the right person with the right message.

"In the past, people would look at titles, which doesn't mean anything," Sait says.

"Your role in the organization is what really matters."

As the company builds customer momentum, ReachForce is also building out its management team.

Recently, the company hired Lance Obermeyer, former senior director of technology at Pervasive Software, as its chief technology officer. Sait says Obermeyer has extensive experience in data list technology. As for the next role to fill, Sait says he's seeking a vice president of sales.

"I think we've shown up to the marketplace at the right time with the right solution," Sait says. "Marketers are increasingly frustrated. We're showing companies that we can dramatically increase return on investment on

### REACHFORCE INC.

**WHAT IT DOES:** Provides customized database services to sales and marketing teams

**FOUNDED:** October 2005; launched February 2006

**EMPLOYEES:** 13

**INVESTOR:** Austin's G-51 Capital LLC

**WEB:** [www.reachforce.com](http://www.reachforce.com)

their marketing spending."

Joel Granoff, vice president of sales at Austin-based Bulldog Solutions LLC, says more and more sales and marketing teams are becoming accountable for how a company's dollars are spent.

Bulldog Solutions provides lead generation services based on Webinar campaigns and Web-based programs to midsize and large companies.

"In the past, lead generation was more art than science. Today, we have tools that will reach the right audience with the right message, and now it's become more science than art," Granoff says.

Granoff says the industry is moving toward expanding services around lead generation. Once companies get the leads, Granoff says following through becomes key to a successful sales and marketing campaign.

"One challenge is building out the campaign so that these hot leads can be acted on and others can be nurtured. When companies go out and plan these campaigns, they need companies like Bulldog and ReachForce to reach the right audience," Granoff says.