



Tripp Donnelly CEO AND FOUNDER REPEQUITY, INC.

www.repequity.com

Company founded: 2007

Industry: Digital Media and Strategy



CEO SPOTLIGHT

well-defined growth model. It was not an ideal time for raising money or growing a new company, but we felt that the market opportunity before us was too apparent. In 2008, venture capital and traditional bank financing vehicles were pulling away from growth investments as the recession worsened, yet we prevailed through commitment and execution, growing the company despite the economy, expanding our service offerings, closing on new business, increasing the size of our team, and quickly achieving profitability.

Company Description

RepEquity is an emerging leader in online reputation, brand and social media management. The company was formed in response to market demand for specialized online solutions that combine traditional public relations disciplines and brand management methodologies with cutting-edge technology and online search engine and social media services. We bring together a team of talented professionals with decades of combined experience to protect and improve online reputations, enhance market awareness and appeal, and strengthen the online channels necessary to engage more direct dialogue with your interest communities. Today, RepEquity serves some of the most recognized brands and leaders in business, retail, finance, Hollywood entertainment, national politics, and non-profit organizations.

What programs, practices and policies do you have in place to create and reinforce your culture?

RepEquity thrives on communication, commitment and execution. These three basic tenets are at the heart of all our client programs. In the early stages of any new client program, we stress creative, unique and wide-ranging solutions - this carries through all aspects of our client relationships and encourages high expectations. In our relatively short life-span, RepEquity has already expanded into entirely new practice areas because of the adaptability of our culture and creativity of our team. By asking our employees to grow beyond strictly defined roles or organizational labels, we remain perfectly positioned to adapt to new customer needs and demands. We have tried to foster a culture around the ideal that the fear of failure is the enemy of innovation. As a result, we have been able to attract very talented people and preserve an agile working environment.

Describe a significant obstacle your company has overcome under your leadership?

Last year, RepEquity received a significant investment from Enhanced Capital Partners, a first stage investment beyond what I had invested personally into the company. It was an uncertain economic time with a deepening recession, and it required us to develop and execute against a

What is your company's competitive advantage and how do you use it to grow your company?

RepEquity was among the early pioneers in our market space and the first to develop a reputational scoring algorithm in defining quantitative and qualitative traffic driven by search engine results. We sit at the crossroads of several industries and disciplines, and as a result, our service is considered complementary to the companies we work with. We found that developing a complementary service structure with established and successful companies rather than a competing service has helped fuel our growth faster and wider across industries than we initially envisioned. In our relatively short history, RepEquity has partnered with several public relations companies, law firms, marketing agencies and leaders in a myriad of industries demonstrating that our services have broad application, demand and appeal.

How do you achieve work-life balance?

As a young, growing company and a recently married man, the work-life balance can be a challenge at times. Fortunately, my wife, herself an accomplished M&A attorney, understands what it means to go long, get in early, stay late and if needed, cancel that long-planned dinner with friends or weekend away. If you CAN'T do all that you need or want to do, make sure that whatever you CAN do at home and in business - do it well. Beyond my professional life, I remain active in several social, civic and charitable organizations, including the Trust for the National Mall, D.C. Coalition for Capital, Starlight Children's Foundation, First Chukker Foundation and others.



Donnelly playing polo at the Smithsonian Polo Cup on the national mall in D.C.