

Foxbright

Foxbright is a company offering services in software product development and consulting. After nearly five years of business, owners Paula Whisman, Catherine Ettinger, and Rob Huisingh came to the MI-SBTDC to discuss their interests in purchasing a building along with exploring available financing options. MI-SBTDC Regional Director Nancy Boese worked with them on the strategic actioning process, identifying key areas and tasks necessary to meet their desired goals.

As a result of working with the MI-SBTDC, one of the most significant outcomes included the merging, renaming, and branding of H2ML and CordesTech into the company now known as Foxbright. They also developed and launched a product known as Foxbright for Schools CMS. With focused sales and marketing, Foxbright has since experienced a large amount of growth. They have increased their number of employees from four to 11 and in three years sales rose from \$300k to \$900k.



Nancy Boese walked us through the strategic planning process which heightened our focus and helped us set measurable goals. We grew quite significantly and completed a merger all within the same year because we had defined objectives and a clear focus.

~Catherine Ettinger, Owner