

HARLEY LIPPMAN

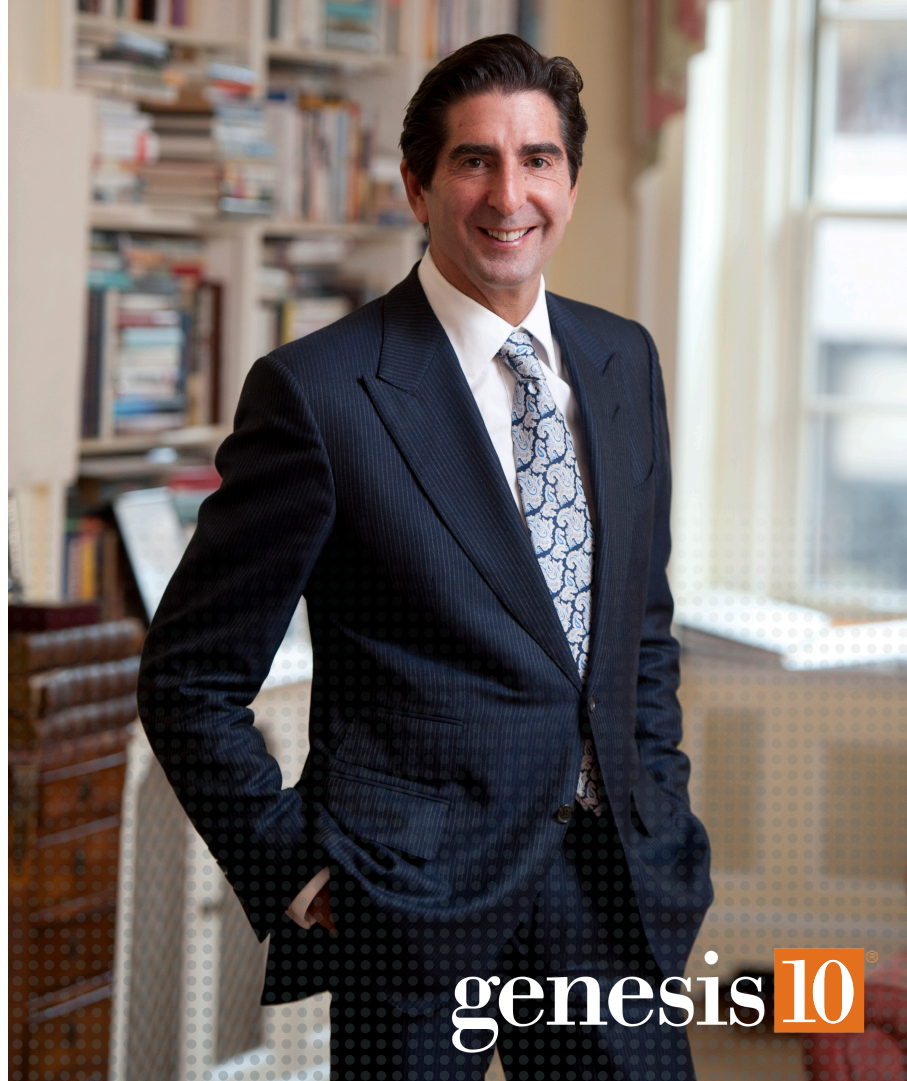
PROVING PEOPLE WRONG

Growing up on Long Island, Harley Lippman was a quiet child – the type who flies under the radar of teachers and is usually picked last for schoolyard games. Characterized by teachers as inattentive and not very intelligent, Lippman's high school guidance counselor actively discouraged him from applying to college.

But, what Harley's teachers had mistaken for inattentiveness, was really a high capacity for self-directed learning, dreaming big, and a passion to go into the world and build great things.

Fed up with a lifetime of discouragement, Lippman set out to prove people wrong by being accepted into the State University of New York at New Paltz. When he had difficulty fitting into the university's 'high 1960s' culture, Harley did not quit. Rather, he pursued and won a fellowship to study abroad at the University of Manchester, England.

The sense of empowerment he gained by heeding his inner voice and taking control of his own future, set Harley on a path to the successful business entrepreneur he would soon become.



Midway through his first year at Manchester, Harley received terrible news. His father had collapsed and died, leaving the family near financial ruin with a failing business that was deep in debt. As the family's presumptive new patriarch, Harley took on the job of fixing his family's fortunes. He gave himself a crash course in business, worked harder than ever before, and soon had rejuvenated his father's company to a point where it could be sold at a profit.

With this big setback resolved – and valuable business experience gained – Harley went back to school and completed his undergraduate degree, commuting to SUNY Stony Brook. He graduated near the top of his class and, with a Fulbright Scholarship in hand, became the first American to study in Eastern Europe [Poland] since the end of WWII.

When studying in Poland, Harley befriended Lech Walesa, just as Walesa was getting ready to lead his country from Soviet domination into democracy. Harley listened and carried his camera with him. Before he knew it, he was a foreign correspondent of sorts, with stories appearing in U.S. newspapers and photos published in Life magazine.

On his return to New York, Harley continued to prove his early teachers wrong by winning a prestigious scholarship from Columbia University's School of International Affairs and graduating number-three in his class.

Armed with his academic degrees, business and European experiences, and hard-earned sense of self confidence, Harley took a job with a successful IT outplacement firm. He became a rapidly rising star, placing over 100 contracts in his first year alone. When the company failed to deliver on promises of profit sharing and stock options, however, Harley once again followed his inner voice and founded his own company, Triad Data Inc., in 1986.

In five short years, Harley built Triad into a \$14 million company. Then the 1990 recession struck, devastating businesses across New York City and the nation. Triad lost 80% of its business. Instead of folding like so many other companies at the time, Harley, once again, proved people wrong. He reinvented Triad, eventually nursing it back to health and far beyond.

In 1998, Harley sold Triad to a larger company for 15 times EBITA at a time when the industry standard multiplier was only 6-9 times EBITA

He got his price due to sound fundamentals – strong sales growth and revenues, 96% repeat business, outstanding profit margins, and low employee turnover.

Rather than selling Triad for cash, Harley took his payout in stocks and continued working for the company under new ownership. It was not long before he realized, however, that the acquiring company's leadership was not interested in his ideas and were moving in a direction that would, eventually, wipe out much of the personal wealth he had acquired in corporate shares.

Even so, the prospect of starting over from scratch was daunting. Harley had already founded one successful IT consultancy. Could he do it again in a rapidly changing marketplace?

Harley's soul searching led to a revelation. He was wearing a 'mask of fear' that he needed to rip off to build the kind of company that would succeed by offering unique value to clients in an overcrowded, commoditized marketplace. He contacted 12 former Triad colleagues, all of whom had well-paying jobs in other established firms. Harley persuaded 10 of the 12 to throw all caution to the wind and join him in pursuing his unique new

corporate vision. And so, Genesis10 was born.

Today, Genesis10 has more than 2,500 employees and consultants delivering synergistic solutions nationwide to some of the biggest corporations in the world. [\[Learn more about Genesis10 and its evolution here\]](#). Clients consistently rank Genesis10 among their highest performing service providers, and the need for Harley Lippman to prove people wrong has become a tiny footnote to his history.

Professionally, Harley Lippman serves on the boards of many business, educational, and cultural organizations. He serves as an Executive Committee member on the American Israel Public Affairs Committee. He serves by Presidential appointment and Senate confirmation as a member of the US Commission for the Preservation of America's Heritage Abroad. Harley 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.

Harley was a public director of The New York Mercantile Exchange from 1999-2006. He served as Chair of the Board of Trustees of the American Jewish Congress. He was awarded the Ernst & Young Entrepreneur of the Year award in the consulting category in 2002.

Harley is also providing new information on the Holocaust by discovering evidence of mass graves in Poland, and funds scholarships and financial aid programs to American veterans – particularly soldiers who were wounded in Iraq and Afghanistan.

Harley fosters a culture of giving back at Genesis10 by supporting such organizations as Feed the Children, Engine Company 22 Family Fund, Muscular Dystrophy Association, Fragile X Research Foundation and the Red Cross Disaster Relief Fund. Each year, he, his wife, and their three children also devote time and energy to the Cambodian orphanage he underwrote, teaching children practical skills and first aid so that they can help others in their small communities [\[view photos here\]](#)

Though the ending is nowhere in sight, Harley's course is set – onward and upward, and never looking back.

LINKS



VIDEOS



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CULTURE**



**GIVING
BACK**



**ABOUT
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