

# MARCUM INNOVATOR OF THE YEAR



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# MARCUM IS PROUD TO PRESENT THE 4TH ANNUAL MARCUM INNOVATOR OF THE YEAR AWARDS

*This year, we celebrate 37 finalist companies, representing more than \$8.4 billion in annual revenues and in excess of 28,600 employees.*

Marcum's 2016 innovators come from diverse lines of business in five industry categories: Biotech/Healthcare, Business Services, Manufacturing, Real Estate and Technology. The companies vary greatly in size, and their innovations are all distinctive. However, despite these differences, our forward-thinking finalists have something in common: vision. Their leadership teams do not accept "no" for an answer when faced with roadblocks. They devise new paths in relentless pursuit of their missions. The passion and drive of each of our finalists set them apart in their fields, and yet unite them at this awards ceremony, because they share the common bond of cultivating ingenuity, imagination and creativity in order to keep their companies at the vanguard of their industries.

I'd like to thank each of Marcum's 2016 Innovator sponsors for partnering with us to make this event possible, including PNC, Pepper Hamilton, Capstone Insurance Group, Brandywine Realty, Miller Financial Group, Conner Strong, and our media partner on this event, Philadelphia SmartCEO magazine. Our sponsors align with Marcum on this event in particular because they value the inspirational work of the finalists that are honored and are adamant about keeping the city of Philadelphia at the forefront of innovation.

I'd also like to recognize our esteemed nomination committee, which helped identify this year's praise-worthy finalists and then had the unenviable challenge of selecting the 2016 winners. As you will see from the profiles in this section, the competition was especially intense this year, as the talent in the Philadelphia marketplace just keeps exploding (what a great "problem" to have!).

At Marcum, innovation is a core component of our mission and what sets us apart locally and nationally. Our professionals are tasked with partnering with our clients to develop customized solutions that fit their specific and unique business challenges. This commitment has manifested in a continual stream of new service lines and industry specializations to serve our clients' evolving needs. The Marcum Innovator of the Year Awards are our way of honoring like-minded companies, who believe in stopping at nothing to provide their customers with outstanding, non-traditional products and services.

Congratulations to our finalists and their teams on this outstanding accomplishment!  
Best regards,



Jeffrey D. Zudeck, CPA  
Partner-in-Charge, Marcum's Philadelphia Region

## THANK YOU TO OUR JUDGES



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**CSL BEHRING**

Paul Perreault

*Managing Director and CEO*

Location: King of Prussia, PA

Founded: 1916



CSL Behring develops and delivers innovative therapies that are used to treat life-threatening conditions such as coagulation disorders, primary immune deficiencies, inherited respiratory disease and hereditary angioedema. The company celebrates its 100th birthday this year, and innovation has been part of its DNA all this time, starting with the work of Nobel Prize-winning physiologist Emil von Behring.

“Our innovative use of systems, technologies and manufacturing platforms has made us the most efficient producer of plasma-based therapies in the world,” says Paul Perreault, managing director and CEO of CSL Behring. Globally, more than 1,100 experts are working in CSL Behring’s R&D organization to discover new therapies that can save and improve lives.

CSL Behring’s work is driven by a desire to make a difference for people with rare and chronic conditions. In the past 18 months alone, the company has achieved a number of breakthroughs, including the first and only single-chain product for hemophilia A that is specifically designed for long-lasting protection from bleeds.

What’s more, CSL Behring’s product development doesn’t occur in a vacuum, but rather in collaboration with physicians and patient groups. “We believe that listening to our

stakeholders is at the heart of the innovative products and services we provide,” says Perreault. “Patients and healthcare providers tell us what they want and need, rather than the reverse.”

The company also partners with others to develop medicines that are outside its core capabilities. In 2012, CSL Behring provided its intellectual property to AstraZeneca, which enabled that company to make progress on a new therapy for rheumatoid arthritis. For its pioneering work in developing therapies for rare and serious conditions, CSL Behring received the Corporate Leadership Award from the National Hemophilia Foundation in 2015.

**WORDS OF WISDOM:** *“Innovation is more than just an idea; it’s a culture.”*



**BUSINESSONE TECHNOLOGIES INC.**

James A. Barone

*President and CEO*

Location: Bensalem, PA | Founded: 2003



BusinessOne Technologies Inc. (BOT) provides life-science companies with custom research, analytics and direct online access to integrated managed-markets access data. The company conducts ongoing interviews and surveys with payers to collect and compile its information. Over the years, BOT’s trove of data has grown continuously and now covers nearly 230 million lives across the U.S., says James A. Barone, president and CEO of BOT.

As the managed-markets environment has changed, payers are increasingly focused on cost controls, with more stringent pricing and reimbursement policies. “New specialty medication approvals are increasing and there is an increase in public scrutiny over medication costs. The pressure is on to demonstrate value,” says Barone. BOT recognized a void in the market and took advantage of it, he adds: “From pre-launch to pull-through, our solutions allow you to track access, including payer-specific restrictions for each drug in a category, with access to detail enabling you to develop strategies, more effective targeting and brand messages.” While pharmaceutical manufacturers are BOT’s main vertical, the company foresees growth opportunities in pharmacy benefit managers and specialty pharmacies.

**WORDS OF WISDOM:** *“Tell me and I forget, teach me and I may remember, involve me and I learn.” – Benjamin Franklin*

**FREENOME, INC.**

Gabriel Otte

*Co-founder and CEO*

Location: Philadelphia, PA

Founded: 2014



Freenome, Inc. creates non-invasive blood tests for cancer and other age-associated diseases. For example, the company has created a test that can not only detect stage-one cancer, but also distinguish between different types of cancer. Freenome is now working in partnership with several universities to create a version of the test that can also suggest which treatment is likely to yield the best results.

Co-founder and CEO Gabriel Otte believes Freenome’s testing solution has the potential to transform how people think about healthcare. “For the last 2,000 years, we’ve been practicing symptomatic medicine, which means you go to the doctor when you have a symptom, and you get treated [for it]. With diseases like cancer and Alzheimer’s disease . . . it’s too late to cure these diseases by the time you have symptoms,” he says. By creating a test that patients can easily take during their annual physical, Freenome hopes to move healthcare toward asymptomatic practice.

**WORDS OF WISDOM:** *“What we’re trying to do as a company is really trying to change people’s mentality into thinking, you do need to take these regular tests, you do need to take care of yourself as you age.”*

**GSI HEALTH**

LeRoy E. Jones

**CEO**

Location: Philadelphia, PA

Founded: 2003



The healthcare industry is transitioning to a value-based model in which organizations are compensated not for services performed, but for keeping patients and populations well. This approach emphasizes outcomes and value rather than procedures and fees, incentivizing providers to improve efficiency by better managing their populations. "We embraced this transition very early, and built a comprehensive population health platform ideal for value-based healthcare models," says LeRoy E. Jones, CEO of GSI Health. "Now, we are a leading provider for care coordination tools supporting value-based programs. GSI Health helps providers stay current with the evolving industry, working hand in hand with them to ensure that they have the tools to continue to meet the needs of their patients, populations and payers."

GSI Health's Philadelphia roots run deep. When Jones, a native Philadelphian, founded the company, friends and colleagues urged him to live and build a business elsewhere, citing the high city taxes, crime rate and other challenges. He chose to remain in his hometown anyway, believing his status as a local business owner could serve as a role model within the South Philadelphia community where much of his family resides.

**WORDS OF WISDOM:** *"I'm motivated each day knowing that our employees have chosen to bring their talents to this company and depend on me to keep the company going strong."*

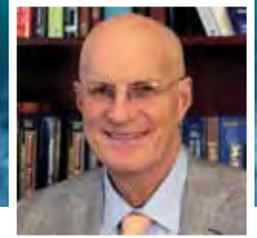
**VINCERA INSTITUTE**

William C. Meyers, MD

**President**

Location: Philadelphia, PA

Founded: 2013



Abdomen, hip or pelvic pain can often go undiagnosed or under-diagnosed due to the anatomical complexity of this region. Vincera Institute's team has developed a treatment model that integrates specialists and services, encouraging a complete care approach. "Based on their training, doctors tend to focus on their part of the body," says William C. Meyers, MD, president of Vincera Institute. "By studying how these systems work together, we are able to break down the silos of medical specialties, and look at the anatomy and function of the core as a whole. This approach leads to more accurate diagnosis and an effective treatment plan."

Meyers has a long history of treating patients with abdominal or groin injuries. He has evaluated more than 15,000 cases, including professional players from the NFL, NHL, NBA, MLB, MLS, Olympic track and field as well as collegiate and recreational athletes. In November 2013, when its surgery center opened, Vincera Institute saw 29 patients. In January 2016, the center operated on 155 patients.

**WORDS OF WISDOM:** *"Going in one more round when you don't think you can — that's what makes all the difference in your life."*  
— Rocky Balboa

**ABSORPTION SYSTEMS LP**

Patrick Dentinger

**President and CEO**

Location: Exton, PA

Founded: 1996



Absorption Systems LP was founded to address an issue that has plagued drug discovery research since its inception: Can we predict from laboratory experiments in cells or tissue samples what will happen when that same molecule is dosed in humans? In-vitro tools and approaches to better predict human outcomes, or explain unanticipated outcomes, are part of an emerging branch of science termed "translational medicine." "One example of translational medicine in which Absorption Systems is a world leader is the use of human intestinal-derived cells to predict the extent of drug absorption in humans," says president and CEO Patrick Dentinger.

In its 20 years in the Greater Philadelphia area, Absorption Systems has helped more than 60 pharmaceutical companies from around the world eliminate unnecessary human testing and gain regulatory approval in the U.S. While the company's clientele spans the globe, its expertise is centered in Exton. "Today, our company employs more than 120 employees, 80 of which reside in the Greater Philadelphia region," says Dentinger.

**WORDS OF WISDOM:** *"Energy and persistence conquer all things." — Benjamin Franklin*

**TRIOSE, INC.**

Ira Tauber

**President**

Location: Wyomissing, PA

Founded: 1999



TRIOSE, Inc. specializes in logistics and supply-chain services for the healthcare industry. "Our services provide visibility of much-needed supply-chain information, including costs and product movement," says president Ira Tauber. "Historically, healthcare systems are a very disparate network of operations, with a lack of controls and processes. We provide transparency and control of the logistics process that has never been there before."

TRIOSE's business proposition in the healthcare space is fairly consistent with other industries where companies need to efficiently and effectively manage the movement of materials and goods within the supply chain. However, "we saw a huge need in the healthcare provider space to do the same because that was a much underserved area," says Tauber. "We crafted our products and services to meet that need because hospitals are recognized as experts and leaders in the clinical ... side of healthcare, but are really lacking on the business-process side." TRIOSE's model is designed to help health systems drive cost savings and increase transparency. By the company's calculation, it has been able to save clients more than \$1 billion in costs. At the same time, TRIOSE's year-over-year growth has allowed it to create a significant number of jobs in the community.

**WORDS OF WISDOM:** *"Make a difference."*

**WEDGEWOOD PHARMACY**

Marcy A. Bliss  
**President and CEO**  
 Location: Swedesboro, NJ  
 Founded: 1980



In its 35-year history, Wedgewood Pharmacy has grown from a local community pharmacy into one of the largest compounding pharmacies in the U.S., serving more than 30,000 prescribers and hundreds of thousands of patients every year with both human and animal medications. Compounding pharmacies make unique medications for individual patients when a manufactured drug is not appropriate, or is not available, for a particular patient. "Because of animal diversity, compounding for animal patients requires much more innovation," says Marcy A. Bliss, president and CEO of Wedgewood Pharmacy.

In 2005, Wedgewood Pharmacy began a concerted program of developing innovative dosage forms that would meet the unique needs of animal patients and make it easier to administer medications. Collectively, these proprietary innovations comprise the Wedgewood Pharmacy brand line called DeliverEase. DeliverEase has contributed significantly to Wedgewood Pharmacy's marketplace position as the largest veterinary compounding pharmacy in the U.S. "We've made specialized medicine for animals more accessible and easier to administer," says Bliss.



**WORDS OF WISDOM:** *"Without continual growth and progress, such words as improvement, achievement and success have no meaning." – Benjamin Franklin*

**JACOBSON STRATEGIC COMMUNICATIONS**

Susan Jacobson  
**President**  
 Location: Philadelphia, PA | Founded: 2010



Jacobson Strategic Communications provides specialized, targeted communications services to both local and national clients. "We have three to four senior people on every account, backed up by a support team," says president and CEO Susan Jacobson. "Each senior team member has a minimum of eight to 15 years of specific communications services experience. Most PR/communications firms will simply look around and see who's available in the office. ... That's not what we do at Jacobson."

Jacobson's goal is to provide the flexibility that allows people to do their best work. "I wanted to give individuals the freedom to work on our accounts, but also to be able to be home with their kids or even work for clients of their own. There is a fantastic amount of overly talented people who feel constricted by the 9-to-5 office job," she says. Under Jacobson's model, employees have the option of working from home or tailoring their own schedule, based on their individual priorities. "By having the best communications professionals work on their own terms, I have happy, productive employees who provide the best results for our clients," says Jacobson.

**WORDS OF WISDOM:** *"The only barriers that you set are your own."*

**REPLICA CREATIVE**

Dr. Keith Leaphart  
**CEO**  
 Location: Philadelphia, PA  
 Founded: 1979



Replica Creative offers traditional printed products, such as portfolios and annual reports, but CEO Dr. Keith Leaphart also recently launched Wallsome, a new ecommerce platform that focuses specifically on allowing customers to create custom wallpaper. "Traditional wallpaper can be a headache to install and remove," notes Leaphart, so Wallsome uses a product that can easily be repositioned without breaking. In essence, he says, the company has launched a technology that "will help people really create [wallpaper] themselves and customize it to their home environment." Wallsome has templates for anything from children's rooms to man caves and family rooms.

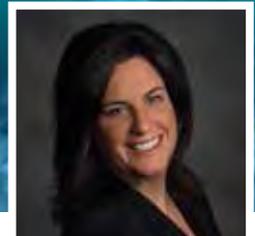
At the same time, Replica Creative is "first in the country to co-locate a design and print business with a barista, so inside our Center City location, we actually have a café," says Leaphart. Replica Creative's studio space hosts the café as a way "for people to connect and spend time in our environment," he says. The café has also helped drive retail traffic for the company. "It's definitely a model for growth from that standpoint," Leaphart adds.



**WORDS OF WISDOM:** *"It's not about what you achieved yesterday but what you can accomplish tomorrow."*

**MEDIAMARK SPOTLIGHT**

Gina Ferraro  
**Founder and CEO**  
 Location: Glen Mills, PA  
 Founded: 2006



MediaMark Spotlight specializes in marketing, business development and branded promotional products. The company has created a new program called The Creative Pod. "We take our most popular services and bundle them together," says Gina Ferraro, founder and CEO of MediaMark Spotlight. "Then we hand-pick a team of marketers, programmers and artists to work on all your digital and traditional marketing, around the clock. And you get all this for a single fee, with no hidden costs." The program is designed to cut down clients' costs and to be responsive to their evolving needs.

The Creative Pod has changed the way MediaMark's clients develop new business opportunities both within the Philadelphia region and beyond, says Ferraro: "It has brought them new business, new clients, new opportunities, and expanded the range of their business development through new and traditional marketing and business development principles applied in a straightforward, cost-effective way that embraces their need for bottom-line, immediate results."



**WORDS OF WISDOM:** *"It's all about being a 'doer' who empowers others, while I hold myself ultimately accountable as the leader."*

## PUBLIC HEALTH MANAGEMENT CORPORATION

Richard J. Cohen

**President and CEO**

Location: Philadelphia, PA | Founded: 1972



Public Health Management Corporation (PHMC) is a nonprofit organization dedicated to building healthier communities through partnerships with government, foundations, businesses and community-based organizations. PHMC's new headquarters and open office environment support its mission to create and sustain healthier communities, and underscore its philosophy that design drives culture and culture drives service. "We focus not just on where we work, but also how we work together to create meaningful change and further positive outcomes within our organization and the communities we serve," says president and CEO Richard J. Cohen.

PHMC's new office space encourages movement, with a grand staircase connecting multiple floors. Wireless capabilities allow employees the choice to work in various locations throughout the office, and treadmill workstations on each floor allow for exercise periods. PHMC reduced the number of individual offices to include only senior management, and added open lounge areas to promote collaboration.

**WORDS OF WISDOM:** *"The stronger person is not the one making the most noise, but the one who can quietly direct the conversation toward defining and solving problems."* — Aaron T. Beck

## SQUARE 2 MARKETING

Mike Lieberman

**Co-founder and President**

Location: Conshohocken, PA

Founded: 2004



Square 2 Marketing specializes in inbound marketing and inbound sales. The company has developed a process that walks clients through a series of exercises and workshops designed to help them answer a number of key questions: whom they want their marketing to attract, what they are going to say to that audience, what makes their business remarkable, and what numbers and metrics they are currently using to benchmark sales and marketing efforts. After that initial phase, Square 2 Marketing moves on to building the assets needed to generate leads and close new customers.

"We've taken a scientific approach to marketing and sales," says Mike Lieberman, co-founder and president of Square 2 Marketing. "Today, marketing and sales are so data-driven, we can apply scientific methods to improving performance. We're constantly running experiments and doing tests on our own agency to see what works and what doesn't work. We have an Innovation Lab in the office where people work together to collaborate and share data from tests they're running." Once the team finds programmatic adjustments that work well, they are rolled out to clients.



MARKETING

**WORDS OF WISDOM:** *"The future started yesterday and we're already late."* — John Legend

## METAL EDGE INTERNATIONAL

Jonathan Frank

**President**

Location: North Wales, PA

Founded: 1899



Metal Edge International (MEI) and its companion companies, Carton Edge International and Autocam Inc., manufacture and supply cutting edges for institutional and consumer foil, film and wax paper markets, as well as the equipment that is used to affix the edges to cartons and cutter boxes. The companies manufacture the bulk of their products in a factory in North Wales, PA. MEI has received numerous patents for cutting edges it has developed to respond to changing market conditions. Two of these edges, slip-on film and foil edges, are now used by companies marketing institutional film and foil cartons in developing countries, and for low-volume applications in advanced economies worldwide.

MEI identified the need to develop a new packaging format for institutional cling film boxes. The then-current packing format used "inserts" — metal safety cutting edges affixed to rectangular pieces of cardboard — that were inserted upright inside cutter boxes between the film and the front panel. The company conceptualized a new machine that would affix the same metal safety cutting edge that is used with the "inserts" directly onto varying sizes of cutter boxes, thereby eliminating the insert, reducing cost and providing MEI with a competitive advantage.

**WORDS OF WISDOM:** *"Measure twice, cut once."*

## ULTRA CLEAN TECHNOLOGIES CORP.

Bruce Riley

**CEO**

Location: Bridgeton, NJ

Founded: 2001



Ultra Clean Technologies Corp. was founded to promote cleanliness in hydraulic systems by removing contaminants from hoses, tubes and pipe. "The origin of our cleaning system was just a simple concept of taking a pneumatic launcher and firing a foam projectile through a hydraulic line to clean it out," says CEO Bruce Riley. "Previously, the only system that was available was a very expensive and labor-intensive machine for flushing hydraulic lines with special liquids. After washing the hydraulic lines with this machine, they would then have to be hung to dry out. Our method of dry-firing foam projectiles through the hydraulic assemblies not only reduced the labor and time involved in cleaning the lines, but was vastly more cost-efficient."

Ultra Clean also recently developed the Clean Seal System to prevent re-contamination. The system uses heat-shrink technology to shrink plastic capsules onto cleaned hydraulic assemblies. "Since the capsule conforms to the shape of the hydraulic fittings, it doesn't slide or pop off — which was a problem with traditional injection-molded caps and plugs," says Riley.

**WORDS OF WISDOM:** *"Ideas are contagious."*



**ANCILLARE, LP**

Joanne Santomauro

**CEO**

Location: Horsham, PA

Founded: 2006



Ancillare, LP has managed a variety of diverse supply chains over the years. As a result of its partnerships with major pharmaceutical organizations, the company's leadership identified a gap in the market that was critical to the success of drug discovery. Ancillare continued to research the market to determine the existence of viable competitors and whether the potential model would create sustainable value. The company's findings indicated that the model it was considering was unique and viable.

Today, Ancillare provides an end-to-end process that manages the global supply chain for clinical trials, from first patient visit and site initiation to last patient and last visit. The variety of products that are required for use in clinical trials and the locations of clinical sites around the globe make this an extremely complex process. The company manages inventory, global regulatory demand, product quality, the licensing of materials and more, so that clinical trials can proceed according to schedule. Ancillare's gamble on a new model paid off, as it has more than quadrupled its staff and expanded into several overseas markets.



**WORDS OF WISDOM:**

*"On time, every time. Earlier is always better."*

**THINKING OUTSIDE OF THE BOX**  
is just the beginning.

Sea Box, Inc. congratulates all of the 2016 *Innovator of the Year Award Finalists* for their dedication to the art of perseverance.

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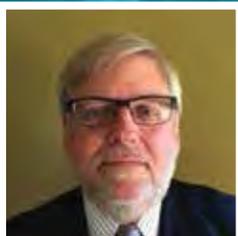
**INFIANA USA, INC.**

Robert Shumoski

**President**

Location: Malvern, PA

Founded: 2004



Infiana USA, Inc. supplies silicone-coated release film as well as non-siliconized, smooth and embossed films. The company invented and developed a nylon core, multi-layer material that met its customers' requirements for a silicon-coated release film with a high degree of chemical resistivity, strength and temperature resistance. As a result, Infiana USA has captured 80-percent market share for this application in the building and construction market.

The product's performance and reliability have been key to its success, says Robert Shumoski, president of Infiana USA: "Our customers' roofing underlayment is applied to roofs by subcontractors — they make their money by efficiently applying the roofing underlayment and finally the roofing shingles. Any failing of the product impacts their profitability directly [and] the roofer will always purchase product that has performance reliability. If the release film peels off consistently with no tear, the user of the product can efficiently finish the current job and move on to the next. If [it] does not have a controlled release and the film tears during the application process, productivity, efficiency and ultimately profitability are adversely impacted."

**WORDS OF WISDOM:** *"When you're finished changing, you're finished."* — Benjamin Franklin



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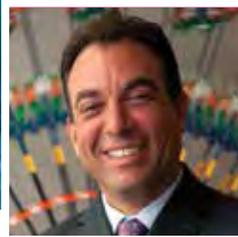
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**K'NEX BRANDS**

Michael Araten  
**President and CEO**  
 Location: Hatfield, PA  
 Founded: 1990



K'NEX Brands is known for its K'NEX building system, exported to 40 countries around the world. The company has developed K'NEX Education, an entirely new line of hands-on collaborative learning tools designed to be used in STEM/STEAM classes. "We have a team of innovative product development managers, marketing managers, teachers and advisors who help us develop and work with the curriculum needs in schools around the country to develop the sets in our education line," says Michael Araten, president and CEO of K'NEX. The company's robotics set will allow children as young as five or six to build their own robot.

"Our education product is not only made in the U.S., but it also is the only line that has drag-and-drop software. Not only can you use the instructions and programs we've given you, but you can create your own programs over time," says Araten. "The curriculum in our education line gives teachers the ability to download lesson plans and teach STEM or STEAM concepts." In addition, he notes, introducing young children to these concepts early in life and in playful ways can help close the STEM/STEAM skills gap in the future.

**WORDS OF WISDOM:** *"If you want to succeed, plan your work and work your plan."*  
 – Brian Roberts, Comcast



**SEA BOX, INC.**

Jim Brennan Jr.  
**CEO**  
 Location: East Riverton, NJ  
 Founded: 1983



Sea Box, Inc. is a large manufacturer of specialized shipping and storage containers. "While a significant portion of our business is derived from military and government contracts, we continue to grow our commercial footprint through innovative partnerships and applications," says CEO Jim Brennan Jr. "Currently, scores of our containers and shelters are deployed in military and commercial settings throughout the world." One patented Sea Box invention is the Collapsible Relocatable Shelter, which can be linked together to create larger rooms or even multiple-story shelters. At the same time, each full-size container can be flat-packed to reduce shipping volume and cost.

Sea Box also engineered and manufactured a deployable air traffic control tower for the Federal Aviation Administration. The tower is made up of 16 custom-modified containers that connect together to fit into a 30-by-28-foot space. It stands nearly 55 feet high and holds all the equipment necessary to function as a temporary air traffic control tower while an airport's main tower is undergoing renovations or repair. "Since it's comprised of shipping containers, it has the inherent advantage of being rapidly and efficiently deployed," says Brennan.

**WORDS OF WISDOM:** *"We think outside the box, inside the box, and we can even change the box if needed."*



**PENTEC HEALTH, INC.**

Joseph Cosgrove  
**Chairman, President and CEO**  
 Location: Glen Mills, PA  
 Founded: 1983



Pentec Health, Inc. provides compounded sterile medications intended for patient administration. The company discovered and developed a compound by the name of Proplete in 2008. "This proprietary compound represents a breakthrough in the care of protein-malnourished dialysis patients," says Joseph Cosgrove, Pentec's chairman, president and CEO.

To develop its new compound, Pentec looked for input from the end users. "We went to the customers, the hospital pharmacies, and brought them on in an advisory capacity," says Cosgrove. "We asked them, how can we be more relevant, what are your needs, what are the pain points in the process that you currently go through today? And we re-engineered our entire process based on that outward-looking feedback that we got from the customers." As a result of Proplete and other innovations, such as the addition of specialized in-home care for patients with implanted intrathecal pumps, Pentec expects to create more than 350 new jobs.

**WORDS OF WISDOM:** *"Happiness is produced not so much by great pieces of good fortune that seldom happen, as by little advantages that occur every day."* – Benjamin Franklin



**RADWELL INTERNATIONAL, INC.**

Brian Radwell  
**President and CEO**  
 Location: Willingboro, NJ  
 Founded: 1979



Radwell International Inc. supports the repair of all major automation brands and offers support for field engineering. "All services come with an industry-leading two-year warranty," says president and CEO Brian Radwell. "Our team of highly trained electronic-repair technicians works in a culture of customer service, backed up by an extensive range of test fixtures and state-of-the-art equipment that ensures Radwell International delivers quality and reliability at an exceptional value."

As a distributor and broker for the products of more than 20,000 manufacturers, Radwell International partners with many of these manufacturers on a worldwide basis to bring their products to market. "Over the next 10 years, Radwell International will be expanding domestically and globally," says Radwell. "Our customer base continues to expand. So far in 2016, Radwell International has opened a new location in Germany, acquired 3E Services in Tucker, GA and is now moving into its new 311,000-square-foot facility in Willingboro, NJ. ... We are determined to create the best industrial repair, distribution and surplus automation company in the world."

**WORDS OF WISDOM:** *"The key to building a team of people on whom you can rely and trust comes from creating an environment where everyone knows what is expected."*



**RASTELLI FOODS GROUP**

Raymond Rastelli Jr.  
**President and Owner**  
 Location: Swedesboro, NJ  
 Founded: 1976



Rastelli Foods Group processes meat and seafood for food service, retail and ecommerce customers worldwide. The company has further developed a number of ideas first conceived by chefs or shown on *Shark Tank*, including Absolutely Lobster and Bubba's-Q Boneless Ribs. In addition, Rastelli Foods Group is in the process of testing a sustainable, organic beef program.

"We have different shops and different entrepreneurs who come to us with ideas," says Raymond Rastelli Jr., president and owner of Rastelli Foods Group. "We take that idea, mold that into a product that we think we can manufacture, bring to commerce and be effective at selling." At the same time, "our research and development team and our culinary teams are continually creating new, exciting, innovative products, so that we are looked at as a leader in innovation in our industry," Rastelli adds. Rastelli Foods Group's reputation also has given the company a platform to talk about the area where it is located. "We think we've brought a lot of PR to the South Jersey/Philadelphia area," says Rastelli.

**WORDS OF WISDOM:** *"If you're creating sales, you're creating profits. If you're creating profits, you're creating jobs."*



**MEH INVESTMENTS**

Brian Halligan  
**President and Managing Partner**  
 Location: Flourtown, PA  
 Founded: 2010



MEH Investments takes undervalued properties and restores them to better fit the surrounding community. That approach benefited the Flourtown Farmers Market, whose original location had been closed down by the landlord. Brian Halligan, president and managing partner of MEH Investments, owned another property near that original location, and was able to help market vendors relocate there. "It was an old, run-down facility that I turned into a mixed-use building" for 14 food vendors and 13 apartments, says Halligan.

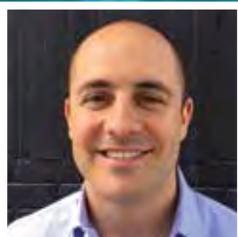
The project was beneficial for everyone involved, he adds: "It was a win for me as a developer and for the community. ... [The vendors] all worked their stands themselves and they didn't know if they were going to be in business anymore. They all came together and made it work." Saving the market helped preserve more than a dozen small businesses, along with some 50 to 60 local jobs supported by them, Halligan notes.

**WORDS OF WISDOM:** *"We focus on community first and try to find a solution that works for everybody."*



**ODIN PROPERTIES**

Philip Balderston  
**Founder and CEO**  
 Location: Philadelphia, PA  
 Founded: 2009



"I think our biggest innovation has been our ability to find undervalued assets and create apartments for working-class people that are affordable, yet newly renovated and luxurious," says Philip Balderston, founder and CEO of Odin Properties. "During 2009 and 2010, there were a lot of distressed multi-family assets, and ... we saw that these properties had potentially more value than they were trading for, [so] if we purchased them at the right basis, we would be able to upgrade them."

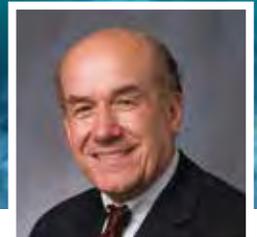
Many of the properties Odin buys are delinquent on real estate taxes or utility bills, which the company then pays off in full. "Once the units are occupied, we'd like to believe that we help bolster the workforce with those folks. ... We allow them to be closer to the city, and make their lives much more convenient," says Balderston. The company's approach also helps alleviate the lack of affordable apartment homes, he adds: "It's our mission to create that product and market it well."

**WORDS OF WISDOM:** *"We want to create the best value for our consumers, wherever we are and whatever product type we are working with."*



**SCANNAPIECO DEVELOPMENT CORPORATION**

Tom Scannapieco  
**President**  
 Location: New Hope, PA | Founded: 1984



Over the last 12 years, Scannapieco Development Corporation's focus has been in the ultra-luxury residential market, with high-profile projects such as the towers at 1706 Rittenhouse and 500 Walnut. That market was previously unaddressed in the city, says president Tom Scannapieco. "The ultra-luxury residential towers introduced an innovative and distinct set of core components that addressed the demand of discerning high-net-worth individuals [who were] coming from the suburbs seeking large, expansive units." The towers feature only one or two units per floor, have large balconies and introduced the first automated, robotic parking system in Philadelphia, says Scannapieco: "With the swipe of a fob, cars descend below and are automatically parked, without any valet or waiting time."

More than two-thirds of the buyers of Scannapieco Development's ultra-luxury residences moved into Center City from the Philadelphia suburbs, which "illustrates the demand that was filled by Scannapieco's [offerings]," says Scannapieco. "This affluent audience brings significant wealth to Philadelphia, driving sales for retailers, restaurants and services, and bringing in higher-end stores and dining establishments that attract tourists and contribute to a rise in national exposure."

**WORDS OF WISDOM:** *"Success is doing ordinary things extraordinarily well." – Jim Rohn*



**MADISON CONCRETE CONSTRUCTION**

James J. Dolente  
**Founder and Chairman**  
 Location: Malvern, PA  
 Founded: 1969



“Madison Concrete Construction has empowered project owners, architects, engineers and general contractors to transform the Philadelphia skyline with striking silhouettes by being the first in the region to use industry-leading concrete materials and equipment that allow for taller, more elegant concrete structures,” says James J. Dolente, founder and chairman. For example, Madison uses a hydraulic, self-climbing framework system that facilitates more efficient and faster construction of tall, vertical structures, such as towers and skyscrapers. The system allows the reuse of the same concrete formwork as the construction crew works upward.

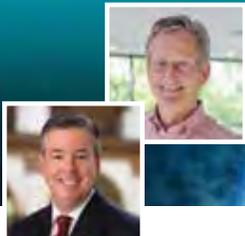
Madison also makes use of self-consolidating and high-strength concrete. “To be considered high-strength, concrete must have a compressive strength of 6,000 pounds per square inch or greater,” explains Dolente. “Because stronger concrete often means less concrete and steel is needed in a structure, this type of concrete is ideal for high-rise construction projects in which reduced building weight is important or where architectural considerations call for smaller load-carrying support elements.” One example of the company’s work is One Riverside Condos, which was built slim and narrow to accommodate green space on the property and preserve views of the Schuylkill River.



**WORDS OF WISDOM:**  
*“Safety first.”*

**DREXEL UNIVERSITY/RADNOR PROPERTY GROUP LLC**

John A. Fry/David J. Yeager  
**President/President**  
 Location: Philadelphia, PA/Wayne, PA | Founded: 1891/1999



Drexel University has partnered with third-party developers to build nearly \$400 million worth of housing, retail and amenities on campus, allowing the university to reserve its own capital for investments that support the institution’s academic and research priorities. Following successful partnerships with American Campus Communities and Hospitality 3, Drexel has entered into a ground lease agreement with Radnor Property Group LLC (RPG) for the development of Vue32, a \$58 million, mixed-use urban development including a 16-story residential tower on Drexel’s University City Campus.

RPG and Drexel’s partnership grew out of RPG’s experience with public-private partnerships. Over the years, RPG has undertaken development projects and assignments involving 23 institutions of higher education. RPG’s background in real estate development, finance, economic development, community development and public-sector subsidy procurement has enabled it to undertake sophisticated legal structures to maximize the financial benefits of a project.

**WORDS OF WISDOM:** *“I know that the world is going to change, and therefore, the university must change with it.” – Anthony J. Drexel, founder of Drexel University*

**POST BROTHERS**

Matthew Pestronk  
**President**  
 Location: Philadelphia, PA  
 Founded: 2006



Post Brothers develops real estate, primarily focusing on multi-family housing. “Our primary innovations are in the field of sustainable building, apartment marketing and leasing, financing and property management,” says president Matthew Pestronk. “We really try to approach development as a consumer-product business and provide something that’s better than the market,” rather than taking a purely financial view, he adds. “If you provide a superior product to the consumer, you’ll make more money in the long run.”

Using that approach, Post Brothers has seen tremendous success. “We’ve done in excess of \$1 billion of development since we started,” says Pestronk. “I don’t think there’s any other company that’s had a growth trajectory like ours, certainly in Philadelphia.” Pestronk adds that Post Brothers projects are “tremendously profitable” for investors: “We make the same return that somebody would make building a speculative office building or commercial property, but the risk profile is far less.”

**WORDS OF WISDOM:** *“Embrace conflict.”*



**KORMAN COMMUNITIES**

Larry Korman  
**Co-CEO**  
 Location: Plymouth Meeting, PA  
 Founded: 1914



“Starting with my father 50 years ago, we identified a demand in the marketplace for furnished apartments that allow guests to stay for extended periods of time in a residence that feels like a home away from home,” says Larry Korman, co-CEO of Korman Communities. “We made this market segment our primary focus.” Over the decades, the company added further innovative touches to its apartments, including 24/7 food delivery and in-unit washers and dryers.

“We were the first company to purchase whole condominium buildings — not individual residences within a building — and add hotel services,” says Korman. “It enabled us to create the feeling of a community where the staff knows you by name.” Korman Communities sought out top architects to design each property, and commissioned interior designers to add a high-end, modern touch. The company currently has five properties in New York City and three in Philadelphia, as well as additional locations in Washington, DC, Beverly Hills and London. “We’re also looking to expand to new cities,” says Korman.

**WORDS OF WISDOM:** *“If you can conceive it, you can achieve it.”*



**COLDLIGHT**

Ryan Caplan

**President**

Location: Wayne, PA

Founded: 2007



ColdLight builds technology that can automatically explore complex data sets, learn intricate patterns in that data and make predictions about what is going to happen next. “This means that healthcare professionals can predict complex patient outcomes before they happen, retailers can determine what customers will need before they shop, energy providers can predict system loads before they occur and service technicians can service complex equipment before expensive outages occur,” says Ryan Caplan, president of ColdLight. “Our technology makes businesses smarter.”

With ColdLight’s Neuron technology, data science and analysis no longer requires intensive participation from expert statisticians and mathematicians, but is instead automated and embedded directly into everyday software systems used by businesses. “We wanted to invent a platform for all businesses, in all verticals, to make better decisions, informed by all of their data,” says Caplan. “Predictive insights are no longer reserved only for the biggest companies in the world, with the biggest budgets.”

**WORDS OF WISDOM:** *“I love that each day brings a new opportunity to learn something.”*



**DORADO SYSTEMS, INC.**

Edward Kennedy

**President and CEO**

Location: Haddonfield, NJ

Founded: 2010



Dorado Systems, Inc. works in healthcare electronic data interchange (EDI), offering technology to accelerate the connection between providers and the multitude of insurance carriers, vendors and clearinghouses. “We understand that many organizations already have existing front-end systems to manage provider operations, and it’s important to capture entire workflows in a single application,” says Edward Kennedy, president and CEO of Dorado Systems. “That’s why we’ve designed all of our services to be easily integrated.”

One of Dorado Systems’ products is DoradoRecover, designed to help medical facilities and collection agencies recover revenue. “Many local facilities — labs, physician groups, hospitals, urgent care centers — are losing revenue due to incorrect or incomplete insurance information,” notes Kennedy. Another product, Dorado Verify, is a web-based application that helps manage patient eligibility and benefit information through a dashboard. Users also have access to Dorado Systems’ platform of tools and applications that can process complex transactions and help providers make more accurate decisions.

**WORDS OF WISDOM:** *“Our goal is to be a partner and not just a vendor for our clients.”*



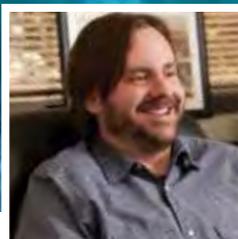
**GURU**

Rick Nucci

**Co-founder and CEO**

Location: Philadelphia, PA

Founded: 2013



Guru enables businesses’ subject-matter experts to share knowledge and assets with their client-facing colleagues. “Today, salespeople don’t have tools at their fingertips to help guide them through conversations, and if they want to deliver content based on what they are hearing on the phone, they spend valuable time trying to find something credible and accurate to deliver to the buyer,” says Rick Nucci, Guru’s co-founder and CEO. “Guru provides on-the-job learning by surfacing relevant information for reps to use while on a call or demo.”

Guru provides a browser extension so sales reps have one-click access to the knowledge they need, without having to change windows. In addition, the company’s technology automatically reminds experts to re-verify their content to ensure it won’t get stale or become inaccurate. “All content in Guru clearly indicates who verifies its accuracy, the last time it was verified and how often it gets reviewed,” says Nucci.

**WORDS OF WISDOM:** *“The solution that saves someone the most time and effort leads to a better user experience, which always wins in the long run.”*



**PEGASUS TECHNOLOGIES, LLC**

Matthew D. Tucker

**CEO**

Location: Kennett Square, PA

Founded: 2003



Pegasus Technologies, LLC provides help-desk services, project management and managed cloud services, with on- and off-site support. The company started with two employees, but as it expanded, it became more challenging to know each client’s IT environment inside out. That’s why Pegasus developed Match IT.

“Every employee is profiled under a professional profile system we built, and they’re scored with their likes and dislikes, their skill sets and so on. We also do a similar test for all of our clients, so that we are able to get their personalities, likes and dislikes as well,” says Matthew D. Tucker, CEO of Pegasus. “We then built a six-person team . . . within Pegasus that is dedicated to the day-in and day-out management support for those clients, based on our findings from Match IT. So no matter how big Pegasus grows, every one of our clients still has that intimate, personalized IT experience.”

**WORDS OF WISDOM:** *“Being ignorant is not so much a shame as being unwilling to learn.” – Benjamin Franklin*



**UPDATESCENTRAL**

Patrick Baynes

**Founder and CEO**

Location: Philadelphia, PA

Founded: 2011



UpdatesCentral helps nearly 1,000 local businesses engage and acquire their target customers across Facebook, LinkedIn, Twitter and Instagram. Founder and CEO Patrick Baynes also co-founded social selling and marketing software startup PeopleLinx. In 2011, Baynes had a new idea around social content marketing. He funded the concept for six months as a hobby, then put it on the shelf. In 2014, Baynes left PeopleLinx and launched UpdatesCentral off his original platform developed in 2011. Within six months, 300 local businesses were using UpdatesCentral to engage their customers.

Today, UpdatesCentral has more than a dozen franchises and hundreds of local businesses relying on the company for existing customer engagement and new customer acquisition. "We've spent the last 18 months developing our architecture and a product that truly meets the customers' needs," says Baynes. "We are disrupting a manual industry with intelligent, content-developing technology."

**WORDS OF WISDOM:** *"The best lessons are usually the most obvious, and somewhere along the way, if not in the moment of questioning, we tend to know the answer."*



**EMONEY ADVISOR, LLC**

Ed O'Brien

**CEO**

Location: Radnor, PA

Founded: 2000



eMoney Advisor, LLC builds interactive financial technology for advisory professionals and the clients they serve. "If you think about the history of advisors working with clients to create financial plans, it was a very manual and un-engaging process. Traditionally, advisors took down some information about the client and wrote in their notebook, and then they went back to their office and generated a financial plan," says Ed O'Brien, CEO of eMoney Advisor. "Our technology is dynamic and allows the advisor and client to collaborate in real time to set goals, change or refine them, and monitor progress as they go."

eMoney Advisor's solutions have generated tremendous growth for the company. In 2016 alone, the company has added 105 new employees, "which is remarkable considering that just five years ago, we were under 100 employees total," says O'Brien. "Over that time, we've become a prime destination for top tech talent in the Greater Philadelphia area."

**WORDS OF WISDOM:** *"We like to say 'experience matters' – for our employees, for our advisors and for the many clients our advisors serve."*

**ANEXINET**

Mark Langsfeld

**Vice President of Advanced Analytics Practice**

Location: Blue Bell, PA | Founded: 2000



Anexinet's ListenLogic Insights Platform addresses a variety of descriptive and predictive analytical problems. The platform classifies messy, unstructured text and voice data into meta-data categories using ontology libraries and custom models that structure the data for analysis in a relational database. Models can be created or modified to solve key business questions around customer sentiment, customer experience, market and product topics, and corporate reputation issues.

As companies become overwhelmed with the sheer volume and velocity of unstructured data their organizations are creating internally and externally, Anexinet is looking to help. The idea is this: When combining datasets such as social media, call centers, surveys and emails with customer databases, companies can discover the "why" behind their customer behavior and use this information to better engage customers and improve bottom-line performance. Anexinet's platform has been deployed at a number of Greater Philadelphia companies, including Comcast, Pfizer, AstraZeneca, Bimbo Bakeries, SEI, Merck and several local universities.

**WORDS OF WISDOM:**

*"An investment in knowledge pays the best interest."*  
– Benjamin Franklin



**LOANLOGICS**

Brian K. Fitzpatrick

**President and CEO**

Location: Trevese, PA

Founded: 2005



LoanLogics uses technology to validate, verify and provide transparency into mortgage loan data and documentation to ensure the mortgage crisis of recent years never happens again. "Our technology impacts the quality of loans before they're sold into the secondary market so that consumers don't get hurt, lenders don't get hurt and the loans meet all the regulatory and government requirements, as well as all the investor requirements relative to loan quality and compliance," says Brian K. Fitzpatrick, president and CEO of LoanLogics.

Due to the number of factors involved, the mortgage origination process is very prone to errors. "This challenge became the impetus of LoanLogics and the technology we would create," says Fitzpatrick. LoanLogics uses technology, rules and predictive analytics to replace the need for having many different people compare processes to assess loan quality. "Instead of having 300 people in a shop to do an activity, you can use significantly less than that ... to do all the work," says Fitzpatrick.

**WORDS OF WISDOM:** *"We embrace the amount of change and regulation that has affected the mortgage industry and we want to educate lenders that the game has absolutely changed."*

