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SERVING GREATER MILWAUKEE

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MID-MARKET GROWTH AWARDS

Recognizing area companies for consecutive years of growth



SCOTT PAULUS

Scott Seefeld, president and CEO (left), with Ron Bocciardi, executive vice president

Titus

330 E. Kilbourn Ave., Milwaukee

TYPE OF BUSINESS: Independent consulting firm
EMPLOYEES: 200 (40 in Milwaukee)
YEAR ESTABLISHED: 2000
GROWTH RATE: 383.6 percent since 2003

"Simply put, our growth is attributable to our business model."

SCOTT SEEFELD, President and Chief Executive Officer

Hire experienced people. Give them a slice of the pie. Hold them accountable. Price your services fairly.

When Scott Seefeld formed Titus six years ago, he organized the firm on those principles, believing they would create a point of differentiation in the marketplace and drive growth. So far, his judgment's been right on the money.

Titus provides internal audit, technology risk, accounting and tax services to Fortune 500 and midsize companies. Clients include global giants like BP Amoco, Coca-Cola Enterprises and UPS, as well as We Energies and Marcus Corp. closer to home.

In the three-year period from 2003 through 2005, revenue at the Milwaukee-based firm has soared nearly 400 percent. In that time, the firm has grown from three offices to nine.

Titus now employs 200 people, with revenue topping \$25 million.

"Simply put, our growth is attributable to our business model," says Seefeld, the firm's president and CEO.

At Titus, every person in the firm, from Seefeld to the person answering the phone, has an ownership interest. According to Seefeld, "that's key to attracting and retaining the best people."

In addition, the firm hires only seasoned professionals, requiring a minimum of eight years experience. Today, its professional staff averages about 15 years of experience, Seefeld says, and most are certified in their area of expertise.

While emphasizing the importance of high quality work, Seefeld also underscores the firm's focus on providing value to its customers.

"We're affordable," Seefeld says. "We're not

cheap. We provide high-quality services, but we're fairly priced."

The Sarbanes-Oxley Act of 2002, intended to protect investors from unscrupulous accounting practices, has contributed to the firm's growth and currently accounts for about 25 to 30 percent of its business, Seefeld says. Titus also has a "thriving" business providing "quality assessments" — that is, auditing their clients' internal auditors, a practice Seefeld likens to a "peer review" in public accounting.

Seefeld expects the firm's skyrocketing growth to continue.

"Our vision is to be a major player in the professional services market," he says, noting that the firm's plans call for Titus to operate 30 offices, employ more than 1,000 people, and generate revenues of \$150 million by 2012.

— Mike Dries