process and move right to cultivating value—serving both employees and customers.

**Can you share the most interesting story that happened to you since you began leading your company?**

In 2018, my PE firm identified an amazing company we wanted to partner with and acquire into our portfolio. We were not alone. This same company had many suitors and the posturing from all firms involved was that the price of sale would dictate the lucky acquisition. Problem was, we were one of the lowest bidders on the list.

Instead of focusing on financing, we took a leap of faith and focused on our core principles—people, purpose, passion, process—showing the company leaders how application of these principles would improve overall company success.

We focused on the employees and the strategies we sought to help them grow personally. We focused on the founder's legacy, how it could be protected, and we focused on ways to further develop positive leadership within the company.

In the end, we won the acquisition. We paid less money for the company than other firms were offering, but the founder believed in the long-term benefits of our principles. So did we. Since the acquisition, this company's profits have doubled.