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HEADLINE: Bob Howard **SalesLogic** LLC, Plano

BYLINE: Kathy Thacker

BODY:

Age: 55

Position: Chief executive officer

Years in current position: 10

Education: Bachelor of arts, University of Texas at Austin; master's degree in business administration, UT

How did you get your foot in the door? "I was blessed to have been part of the Ernst & Young sales and marketing organization during the mid-'90s when the firm moved from dead last to first in market share growth and evolved into a sales culture. Cracking the code on customer intimacy was the key.

"Seeing the opportunity to do the same for others, I struck out on my own and developed this company."

What is your toughest professional challenge? "Helping corporate stakeholders and investors realize just how great the opportunities for accelerated revenue growth really are is the most difficult aspect of our practice. This is principally due to the fact that world-class sales strategy, process and top sales skills have been lacking in most companies for so many years that expectations are much lower than they should be. Our teams usually have little difficulty outperforming those of our clients."

What are the characteristics of an indispensable employee? "Integrity, perseverance, loyalty and the ability to manage client expectations and to team effectively with others."

What are the hiring trends in your industry? What positions? "In order to be hired to provide consulting and sales performance at the levels we provide, one must have years of experience in a number of environments and highly refined talent in sales, marketing and engagement management. The opportunities are there for those who develop these skills."

Kathy Thacker