Consulting and IT Development for High Growth Startups

Radu Rosu - *CEO*

About Eloquentix
Eloquentix provides consulting and IT development for high growth startups.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

CEOCFO: *Mr. Rosu, would you tell us the concept when you started Eloquentix and where you are today?*
Mr. Rosu: As a developer you want to take the liberty with what the profession actually offers you and the most obvious way to do that is to become a consultant. Consulting allows you to pick your own hours, projects and location. I did that well and started building a team around the projects I was working on. The team members we carefully recruited to have the same mentality and passion for technology. Today, Eloquentix is a team of over thirty developers that are passionate about the projects they work on and the technologies they use. They work directly with the client and choose when and how they are doing the work. We focus on good communication, work ethic and eloquent solutions.

The end result is that our developers stay with us because they can do what they love to do.

CEOCFO: *What types of projects will companies come to Eloquentix for implementation?*
Mr. Rosu: We do long term engagements. The companies that come to us have a long term vision that puts talent ahead of the location of the talent. While we are very cost competitive, our pitch is not price, it is the quality of the work we do and the amazing developers we have on our team. Each engagement starts off with both sides adjusting and finding the optimal way to work together. Once we are sufficiently confortable that there is a value add on both sides we start growing the engagement. Our developers are integrated in the teams they work with, treated as integral part of the project. Sometimes we take on small projects if that is the best way to show what we can do, but our goal is to have long-term partnerships with startups and with larger organizations which like working in an agile, fast-moving pace. We encourage agile short sprint development and grow with our partners as their business expands.

CEOCFO: *What is the business model?*
Mr. Rosu: The key to our success is that we do long term engagements. This minimizes the resources that have to be spent on marketing, sales, and operations. On top of that we push for using the best of breed technologies, this engages the engineers, keeps them passionate and minimizes turnover. We also work with startups to take on an equity stake and share it with the developers so they have a stake in the success of their work.

CEOCFO: *How do you evaluate a relationship?*
Mr. Rosu: You have to look for teams that are a good match culturally. If there is no cultural match, then the relationship will not work. In our case, for a project to be a good fit, it has to have some consistency and velocity. We work with partners that have already proven that they can get a customer, and that the customer is willing to pay for the solution being developed. We have been extremely successful in helping such partners to quickly react to new demands and navigate the scalability issues that come from a successful idea. Second, we look for an attitude of continuous innovation, of constantly pushing forward, not stopping and just profiting from something that works. Moving forward, looking for the next thing, looking to be constantly better are qualities that match our team.

CEOCFO: *Why did you recently open a New York office?*
Mr. Rosu: In short, scale. Raleigh-Durham-Chapel Hill, for better or worse is a hidden gem. It actually has all the great things of a busy metropolis, great art, good restaurants, great coffee, awesome beer, and amazing universities such as Duke, NC State, and UNC. The entrepreneurial culture is great, coffee shops and incubators are buzzing with new ideas. At the same time, it is not a metropolis that has a world famous brand. We started looking for a place where we could have more exposure. We believe we can help a lot of larger organizations too, as we have done with E.ON in Germany.

New York is an ideal place to that. First, it has a fast growing start up culture and second it has a vibrant IT community inside the financial sector. So it is not a question of changing what we do day to day, but it is a question of finding the right people with which to collaborate to do what we do, what we have been doing, on a bigger scale in New York. Strategically, being also based in New York opens a lot of doors.

CEOCFO: *How do you find your clients and how do companies find you?*
Mr. Rosu: I would say more and more by referral. We are still actively looking for clients and trying to build relationships just like we did with the original clients we had. Mostly it is by people that know what we do, what we are capable of, and the dedication to a long-term relationship that Eloquentix provides to clients.

CEOCFO: *What has surprised you as you have grown and developed the company?*
Mr. Rosu: What surprised me most is how perceived weaknesses can actually be huge strengths. For example, I do not keep a 9-5 schedule and that could be considered that I am disorganized. However what this actually means, to the detriment of my family life, is that I am at work all the time, I answer the phone all the time, I am there to help a client 24/7. If you look at the people who have built companies and have been successful at it, there are some very clear common elements of persistence, tenacity, willingness to deal with crap day in and day out and forget about it the next day and keep going. So I would say there is an element of surprise in how important attitude is in addition to having a good idea and being smart about it.

> **"Eloquentix is an organization that enables amazing software engineers to be hyper-productive by allowing them to focus on what they love to do." - Radu Rosu**

CEOCFO: *What is next?*
Mr. Rosu: We have managed to grow to this level to remain a flat organization. We are over thirty people and there is no middle management, just leads for different aspects of what we do. I would like to keep it that way. As Eloquentix grows, we will need to bring on people to help with sales, marketing, operations, recruiting, the things that I do today. We should bring on these people and expect them, just as all others on the team, to be grown ups that can work independently, have initiative and no need for endless meetings and superfluous structure. We want people that will earn respect among their peers. We should be the place where there is a minimal underlying structure such that people achieve their potential by focusing on what they do best.

CEOCFO: *Why pay attention to Eloquentix?*
Mr. Rosu: Eloquentix is an organization that enables amazing software engineers to be hyper-productive by allowing them to focus on what they love to do. We help organizations either jump into a fast-growing phase of development or jump out of a malaise where innovation and initiative and new ideas are dearly needed. You want such a team to be close to you.

BIO: Having caught the startup bug as a developer, Radu founded Eloquentix in 2001. Today he focuses on finding the right projects and creating the right environment for developers to flourish.

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