

Web Design and Development with Ongoing Service

**Business Services
Web Design & Development**

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**Todd Gettelfinger
CEO**

BIO:

Todd is the Chief Executive Officer at Orbit. He leads efforts to ensure that clients get exceptional service, financial goals are met, and the Orbiteers are happy! Todd is determined to ensure that our clients find value in every dollar they spend with Orbit by constantly encouraging the team and solidifying the Orbit service offerings.

For 11 years before joining Orbit, he led LeadVantage Consulting, a business he founded to help organizations and managers through process improvement, project management, organization design, and management coaching. Prior to LeadVantage, he spent six years at Bricker & Associates, Inc., a Chicago-based consulting firm focused on process improvement for Fortune 1000 clients, and he

was Vice President of Production at Instill Corporation (now iTradeNetwork), a provider of e-business service for the foodservice supply chain. He graduated from Indiana University with degrees in Management and Marketing.

About Orbit Media Studios:

Orbit Media is made up of passionate and experienced people; we love where we work and what we do. We are focused on one service: web design and development. Our purpose is to serve our clients and our community. We share our expertise whenever possible through events, our blog, and our book. And we always give back to Chicago. We're proud to be a Certified B Corporation.

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

CEOCFO: Mr. Gettelfinger, would you tell us the concept at Orbit Media Studios?

Mr. Gettelfinger: The concept at Orbit is for us to build websites and provide ongoing service for those websites. We focus on producing results for our clients but, more importantly, we focus on making sure that the sites are built to be useful to our clients' clients.

CEOCFO: What do people misunderstand the most of about how a website should be?

Mr. Gettelfinger: Great question! One of the things that we observe is that most people do not know what they are buying when they are buying a website. They do not understand the different components of a modern website. Especially in context of their specific business goals, they do not understand the complexities of the

design, development and even the technology like the content management systems, plug-ins, and all the different features that get added to websites these days.

CEOCFO: What do you understand at Orbit Media Studios to get all that right?

Mr. Gettelfinger: What we built at Orbit is a team that has functional expertise in several different areas. We have a creative team that focuses on the usability and the design sides of things. We have a development team that focuses on development. Then we have a project management team that oversees all that and they are all fed by a group of strategists that help to define projects. Finally, we have a group that supports the websites and manages hosting. We are able to leverage these different skill sets and functional roles on our projects and at the same time working closely together.

CEOCFO: Are there particular types or sizes of companies or industries that you focus on?

Mr. Gettelfinger: The main factor is they need to want a return on their investment from the website. Our website projects are custom and our process is thorough, so there is a decent investment, so companies we target need to value ROI. Our price point moves us up to the middle tier of business. We do not focus on large, multinational companies Fortune-500s because they typically want to work with an agency and link the website into a bunch of other efforts.

CEOCFO: When you are talking with a prospective client, is there an 'aha' moment when they realize how you different?

Mr. Gettelfinger: That happens in two places. One is during the sales process when we show that we are more concerned about the quality of results than closing the sale. We often recommend that people do not do what they are asking us. We will spend a great deal of time trying to talk people out of ideas from the perspective that we do not think it is in their best interest. The 'aha' moment comes when they realize we are truly trying to be helpful and look out for their goals. That second aha moment is typically when they talk to our past clients and they start to see that we have a solid track record of delivering on that "helpful" notion.

CEOCFO: Do you feel the current healthcare.gov situation will encourage more people to look for competent companies with Orbit as an example?

Mr. Gettelfinger: I think that the issue the government got into was they did not have clear goals and requirements; they were not able to simplify those requirements to build a complicated website. So they hired a whole bunch of companies to build something that was highly complex and they got too many cooks in the kitchen. I hope that the thing people take away from that is that you really need to understand and simplify your goals of building a website. Then you make sure that you enable the people that you are hiring to meet those goals and take barriers out of their way. It happens all the time where we get people that want to suggest how we build their website. For example, they pick a particular technology for us to build a site. That is a bad idea because we might not have experts in that technology or that may not be a technology that best meets your business need. I hope that people will search out the best partner for those kinds of things but also focus on their goals and let people do their job.

CEOCFO: Speaking of technology, what is the key to evaluating newer technologies and concepts?

Mr. Gettelfinger: We do not try to be bleeding-edge on technology especially in our world because there

are tons of new technologies that we could implement on our websites. We think the key is to evaluate them at the right time and balance speed with knowing that the technology works. There are plenty of companies out there that want to be bleeding-edge and you will see them put all kinds of solutions on their websites. However, we try to focus on the client goal when deciding to use a technology or not. We balance the goals with costs and risks. We simplify it by saying what is the client trying to do and, at that point in time, what is the most reliable known way to do that. If there is a new technology that helps do that, we might explain the risks for the client and work with them to implement it. But many times we are going to recommend to wait it is a proven technology.

CEOCFO: Would you tell us about being a certified BCorp?

**"We build websites that produce measureable results and we really care about being helpful to our clients and our community."
– Todd Gettelfinger**

Mr. Gettelfinger: We are proud to be a certified BCorp. The biggest benefit for us is that it underlines the things that we value anyway and it gives us the ability to put a mark on our website and our materials. That mark shows evidence that an organization has certified us on those things that are valuable to us. We feel strongly about being transparent to our employees. We feel it is important to not just be profit oriented but to make sure we are paying attention to our community and the environment.

CEOCFO: What is a certified BCorp.?

Mr. Gettelfinger: A certified BCorp. is the equivalent of a fair trade certification for coffee. When you are doing business with a B corp., you know that they have had to go through a rigorous certification process and prove that they operate based on high standards of social and environmental performance, accountability, and transparency.

CEOCFO: Giving back to the community is important to Orbit

Media. How do you decide where to focus?

Mr. Gettelfinger: We have a hard time with this because we get asked all the time by amazing and worthy organizations to build pro bono websites. We'd love to build a great site for them all. However, what we have done is created a program called Chicago Cause where we ask charities in the city to apply for the donated services from a philanthropic group that we put together. This year, we donated \$64,000 in services which included a \$20,000 Orbit website.

CEOCFO: When you are working with a company and creating a website do most of your clients continue with you and work on ongoing situations or is it more of a one-time get them up and running?

Mr. Gettelfinger: We would hope they all would continue working with us because that means that they value their website as a critical part of their business. In reality, we have clients that fall into both camps as far as the ones that are continuously updating, maintaining and using their website as a tool to grow their business and those who are just using it as is. The majority of our clients do come back to us and use us for ongoing work whether that is enhancing their website, using us for ongoing training so that they can use the tools that we have given them more effectively, or coming back for a full redesign of their website.

CEOCFO: How is business?

Mr. Gettelfinger: It is good! We have been continuing to grow at a steady rate over the last four years and we expect that to continue.

CEOCFO: Orbit Media has been on the Inc list so that definitely is a good sign. What is the strategy to continue and do you see anything new down the road?

Mr. Gettelfinger: The strategy for growth is more of the same in a business that is constantly changing. We have to keep up with the changes that happen in the industry. As far as Orbit goes, our goal is to continue to provide great service to our clients so that they get the most results that they can out of these websites. We think

that will fuel our growth. Also, we are looking at potentially adding some new services that would help our clients.

CEOCFO: Our readers are primarily in the business community. Why should pay attention to Orbit?

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