



Presented by Michael Testa
CEO/President/Author
Testa Consulting Services, Inc.

CHALLENGES AND CELEBRATIONS OF RUNNING A LIFESTYLE IT STAFFING FIRM

ABOUT MICHAEL TESTA

- Cum laude graduate of the University of Pittsburgh
- Over three decades of experience in the Information Technology industry, specializing in IT Consulting and Recruiting
- Strong background in banking, manufacturing, distribution, and public utilities
- Previous employers include Top 500 companies BNY Mellon and ThermoFisher Scientific, as well as startup firm, KCS Computer Services
- Incorporated Testa Consulting Services in 1997
“The Right Geek for the Job”
- Twice been ranked as a Top 100 Fastest Growing Company in the Pittsburgh Business Times
- Member of TechServe Alliance since 1999
- 3-year Board Member
- Author, self-published book: “When Opposites No Longer Attract”

WHAT IS A LIFESTYLE BUSINESS?

- A *business* set up and run by its founders primarily with the aim of sustaining a particular level of income and no more; or to provide a foundation from which to enjoy a particular *lifestyle**
- Some types of enterprise are more accessible than others to the would-be *lifestyle businessperson*

*Wikipedia

THE REALITY OF A LIFESTYLE BUSINESS

- Small by choice
- Success of a small firm can provide a comfortable lifestyle for those who operate one
- Not always easy and can be isolating
- Business expands and contracts, but can be managed
- If your business isn't growing, it doesn't mean that it is dying
- Your opportunity to get some fresh ideas and create a new network

DISCUSSION TOPICS

- How many people run your company?
- How do you hire sales reps?
- How do you hire recruiters?
- Recruiting challenges and opportunities to share resources
- Business development/partnership opportunities with other small firms
- Do you use an MSP/VMS?

DISCUSSION TOPICS

- Back office challenges and successes when you are the back office
- How do you manage times when you need outside input?
- How do you manage your time between work and your lifestyle?
- What Programs and services are needed for smaller firms?
- Financing

DISCUSSION TOPICS

- Business development/partnership opportunities with other small firms
- Office Space: Home or Commercial Space
- Succession planning
- Exit Strategy
- Should this topic be a TechServe track?