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
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?