

Midlands Business Journal

OCTOBER 30, 2020

THE WEEKLY BUSINESS PAPER OF GREATER OMAHA, LINCOLN AND COUNCIL BLUFFS

VOL. 46 NO. 44

CATCH Intelligence grows, thrives even during challenging times

by Dwain Hebda

Since its founding in 2001, Omaha-based CATCH Intelligence has grown to 70 employees and offices in Lincoln, Denver, Kansas City, Topeka and a thriving operation in Des Moines, which has seen particularly robust growth.

CEO Mark Floersch said the company's rapid expansion stems from two basic pathways: innovation, and helping clients strategically leverage data in business intelligence and analytic solutions.

"What we're seeing is, a lot of companies have lots of data, but they're information-poor," Floersch said. "They have tons of data, but they don't have information. What we focused on is helping customers take that data, which is all over the place, organize it and structure it so that it can be used for reporting and performance management.

This allows clients to have better visibility into how the company is performing and how certain regions or districts need to improve compared to other regions.

"That revolves around innovation. The only reason we're able to grow and expand beyond Omaha and into regional markets and now trying to expand nationally is we have innovative, unique technology. We also bring proven



CEO Mark Floersch ... Perfecting remote work protocols has spurred growth and streamlined serving clients across the firm's growing footprint.

processes and accelerators that can reduce cost by as much as 50% to deliver the type of projects we're delivering our customers."

Considering the year 2020 has been, such growth also requires deft and skillful leadership to withstand the challenges of the pandemic. Floersch said such leadership doesn't just stem from the CEO's office, but is on display at every level of the company.

"So, some of it is just lucky; I feel that we're lucky to be in an industry right now where all of our employees can do their jobs remotely," he said. "We were able

to move to a remote work environment very quickly.

"Not everybody has the ability to do that. We're fortunate, because our customers trust us. We've been able to use technology to help us here, during this challenging time. And, we've got great employees. Those aren't minor things. Those are big things. I have to humbly say that companies going out of business right now are not because of leadership. The first thing I would have said long ago, when I was a little more ignorant, was it's because of leadership or they didn't work hard enough. The reality is, if you're in the wrong industry right now, you might not be able to survive this. That doesn't have anything to do with the people or the leadership, it's just what's going on right now. It's just reality."

Floersch has always taken an

unvarnished, real-world philosophy toward business. The son of an entrepreneur, he saw the facts of business life up close, including the failure of some of his father's ventures, through which he resolved to never go into business for himself.

Later, when the company he was working for shuttered in the wake of 9/11, he realized there was no completely safe harbor in business and he went out on his own. Now, almost two decades later, CATCH Intelligence is facing a future ripe with opportunity.

"Everything is done remotely today. This transition has been a challenge and an adjustment, but also a blessing in disguise," he said. "Seventy-five percent of our work today is delivered outside of the state of Nebraska, while most of our people are in Nebraska.

"The transition to a remote work environment has enabled us to fine-tune our work flow and abilities, while leveling the playing field with our competition. Lesson learned: Every challenge we experience has opportunities. It is a choice of positive perspective, optimism and hope that makes the difference in overcoming an obstacle."

Reprinted with permission
from the publisher of MBJ Inc.
from the October 30, 2020 issue of the
Midlands Business Journal

This permission is for photo and article
reproduction or placement on your Web site.