

MARKETING

RICARDO ORTIZCAZARIN

FOUNDER/PRESIDENT OF CAZARIN INTERACTIVE

I FOUNDED CAZARIN INTERACTIVE IN THE BASEMENT OF MY HOME IN 1998. TODAY, WE have a team of 20 people developing cutting-edge website design solutions for companies of all sizes, with categories ranging from consumer goods to manufacturing. The Internet is capable of doing so much for business, and we help companies take advantage of those opportunities. It's especially gratifying when we can help turn around a struggling business. For example, back in 2008, we worked with a Minneapolis-based manufacturing company that had laid off 17 employees the night before we received the purchase order. After six months of work from our team—which included designing a new website and targeted marketing efforts—the company was doing well enough to bring the employees back. We attribute our success to providing quality service, being transparent with the customer at all times, upholding Christian values, and building trust through mutually beneficial long-term relationships.

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