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1ST YEAR WINNER



The Brilliance Business Solutions team

Brilliance Business Solutions

Milwaukee

INDUSTRY: Professional services/technology

FOUNDED: 1998

PROJECTED 2017 REVENUE: \$1.75 million

Traction is largely responsible for Brilliance Business Solutions' success over the past year. Traction is the name of the company's Entrepreneurial Operating System.

The company builds and supports websites that drive revenue. By 2025, BBS plans to target \$250 million in online revenue growth for its customers.

Brilliance specializes in B2B e-commerce solutions and websites with complex requirements.

Complex requirements demand staff with specialized skills. BBS has a dedicated staff of employees who specialize in all aspects of .NET development, but accessing a pipeline of talent and training opportunities is a challenge for all technology companies.

The company prides itself on its commitment to constant learning. It plans to add an additional one to two software platforms to its repertoire and grow its team by adding salespeople, developers and project managers. In addition, BBS plans to expand into adjoining office space.

Words of advice

"What would you do if you weren't afraid?" I ask myself this question frequently."