

smart CEO

Required Reading for Growing Companies



SMART100

LEADERSHIP • STRATEGY • CHARACTER

2009 BOOK

Stories and ideas from Greater Washington's top thought leaders



## Ready and able



Wang and her team raise funds and participate in the Race for the Cure annually.

In the 1990s, Rose Wang was an independent telecommunications consultant, but was frustrated that the impact she could have was so limited. She had been a software engineer and architect with WorldCom, Unisys, DynCorp and Sun, so she knew IT services, project management and how transformational a well-considered enterprise-wide system installation could be.

She wrote a short business plan to develop a "rent-a-CTO" business, which led to the founding of Binary Consulting (now Binary Group) in 1996.

The firm provides policy, strategy, planning and procurement oversight. For a time it also offered system integration support, then found that a "pure play" advisory services firm was better positioned. They consider themselves strategic advisors in IT-led business transformation.

### Binary Group

INDUSTRY: Management consulting for government

IN A NUTSHELL: Management and technology advisory firm

FOUNDED: 1996

WEBSITE: [www.binarygroup.com](http://www.binarygroup.com)

Much of their work comes from the U.S. Defense Department, with a dozen projects over a range of service branches, and in particular the Army, Air Force, DISA and the Military Sealift Command. But Binary Group also serves Sprint, MCI, Cable & Wireless and the Federal Railroad Administration. Wang says Binary Group is poised now to become a top tier contractor and business transformation leader for the Department of Defense and beyond.

For Wang, there are five business values that matter most: integrity, respect, creativity, responsibility and excellence. These are governing values for the Binary Group. She is driven to ensure Binary is a values-based company where each engagement is backed by these values.

Wang knows business deals happen between individuals, not organizations per se, and that paying keen attention to relationships, especially customer relationships, is critical to a businessperson's success. The results of Wang's ability to create and build solid relationships are the far reaching successes of Binary and its customer engagements. Since the customer is always at the forefront, Binary has maintained low customer attrition and increased market share in the federal government – making organic growth an organizational asset.

She characterizes her leadership style as inclusive and has worked to ensure that Binary Group's corporate culture is similarly congenial for all employees. This type of leadership style has led the company to be a four-time recipient of the *Washington Technology* Fast 50 award since 2005. The WT Fast 50 identifies successful small businesses that have "experienced phenomenal growth" in government contracting.

The current economic downturn challenges one of Wang's greatest accomplishments, the stability of Binary Group as a successful corporation. She has been putting processes and procedures in place to swiftly adapt and reassign resources when necessary. The company is customer-focused, profitable, sustainable and flexible enough to adjust, as the exigencies of business require.



ROSE WANG CEO  
BINARY GROUP

"I never worked a day in my life. It was all FUN +

Thomas Edison