

# COMPANY OF THE WEEK

## Edgeworth Inc.

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### TOP OFFICERS:

**Tim Rowlands**, president

**Jason Rush**, vice president of business development



Edgeworth Inc. is a human resources consulting firm specializing in building employee awareness of company financial and business issues.

### Q&A WITH TIM ROWLANDS:



**Mr. Rowlands**

**What is the biggest challenge ahead for your business?**

Breaking through a corporate mindset that creating shareholder value is an internal strategy. In reality, creating value begins with bringing value to the customer base, which will then

reward the supplier with higher margins.

**List key trends in your industry.**

Management has long considered a company's people to be critical to success, but few companies have considered capital investments in people as carefully as they have traditional equipment or infrastructure invest-

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ments. This is changing. Intelligent choices to invest in the "people asset" are being seen more and more as the best way to gain competitive advantage.

**List the main benefit of being based in Pittsburgh? The biggest disadvantage?**

Pittsburgh is centrally located, making it an excellent location to serve several major markets — by air or by automobile. As is true in other markets, one of Pittsburgh's disadvantages is corporate management teams not holding employees accountable for corporate growth and earnings. Instead, financial gains are sought primarily through strategy development at the high end of the management hierarchy. This can be disadvantageous, because ideas and actions that drive a company's value should come from those closer to the day-to-day activities of the company.

— Compiled by Patrick Finnegan

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