



Jerry Masin, above left, president of SetFocus, takes inspiration from the words of Thomas Edison, one of this country's hardest-working inventors.

Vision through Execution

SetFocus

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No. of Employees: 20

Year Founded: 1997

Top Executives: Mike Landau, Chairman and CEO; Jerry Masin, President; Matt Uhrig, COO; David Landau, VP Student Financing

Products/Services: Education/Information Technology

Thomas Edison said, "Vision without execution is hallucination."

Businesses have learned to operate with fewer employees yet are unable to find qualified candidates for openings. Each day technology plays an increasingly vital role in growth and profitability yet there is a glaring absence of job-specific education and training.

In today's business environment there is vision without execution.

Correcting this imbalance defines the mission of SetFocus, the Parsippany-based leader in training and placing Microsoft professionals. SetFocus employs innovative training and counseling techniques to prepare IT professionals for sustainable employment and fill the IT needs of employers nationwide.

"Economic viability is an outcome of learning, growth and job sustainability," says Jerry Masin, SetFocus president. "Education and training is only relevant if it leads to jobs."

U.S. businesses are forecast to spend more than \$550 billion on IT products and services in 2012 yet more than 90 percent report an overall skills gap among their IT staff, according to Masin.

"The idea of employees hitting the job running has never been more relevant," Masin says. "Companies need employees to be productive immediately."

SetFocus graduates fully trained IT professionals ready to produce immediately through a 13-week full-time or 30-week part-time program built on a curriculum designed and updated with direct input from hiring partners. Masin came to SetFocus in 2011 determined to position the company as a leader in workforce development and reinvestment.

"Most organizations do not lack vision and strategy," Masin says. "What often is absent is the character, competence and bias for execution necessary to turn vision into reality."

Masin has long demonstrated an ability to turn vision into reality. He has more than 30 years experience leading startups, early stage companies and turnarounds toward sustainable growth, increased market share and profitability in the education, professional and financial services, health care, retail and technology sectors.

"The reason a leader is successful is by creating an atmosphere that enables others to follow," he says. "You must demonstrate character, competence and a bias to execute. When an organization executes it can become committed to learning, growth and sustainability."

Part of that execution for SetFocus has been to establish greater ties with state and regional workforce investment boards, offering fast-track training for unemployed and under-employed.

Masin also targets veterans as key candidates for employment development, recognizing they possess diligence, discipline and a commitment to turn training into action. In May SetFocus launched its GI to IT program, a GI Bill-eligible job-specific training and vocational counseling program for U.S. armed services veterans seeking careers in applications and database development.

"These men and women committed to protecting and sustaining our beliefs and way of life," Masin says. "It is incumbent upon American businesses to rise up and support them now."

Masin believes GI to IT is a shining example of turning vision into execution.

"Providing sustainable employment for veterans and qualified IT professionals for employers are two of our demanding challenges today," Masin says. "When properly attacked, challenges can yield powerful opportunities. That is turning vision into execution." ■

SetFocus
Bridging the Gap Between Talent and Opportunity®