

At the Five-Year Milestone, NewFoundry Sets Sights on Continuing Steady Growth

Ann Arbor-based innovation studio marks anniversary with reflection and recognition.

ANN ARBOR, MI, USA, October 24, 2017 /EINPresswire.com/ -- NewFoundry today announced that it has reached a milestone widely recognized as a bellwether of business longevity: the five-year anniversary. The accomplishment comes on the heels of NewFoundry's recognition earlier this year by Inc. Magazine as number 1347 on its eponymous list of the 5000 fastest-growing private companies in America.

Upon its founding in 2012, NewFoundry quickly became recognized among its regional and global client base as a partner with a multi-faceted skillset, taking on ambitious projects involving strategy development, user experience design, and software development for embedded, mobile, and web applications. Right from the start, NewFoundry worked with organizations of all sizes – from startups to multi-national corporations – and from a wide range of industries, including legal, automotive, manufacturing, food and beverage, and health.



NewFoundry CEO Richard Chang



But in spite of the heterogeneous mix of clients on its roster, the nineteen-person firm is careful to limit the number of engagements that it undertakes at any given time. Rather, its strategy is to focus on a limited number of engagements very deeply and to remain agnostic of industry, technology platform, and output, but universally pliable in uncovering and meeting the needs of its clients.

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Richard Chang, CEO

"NewFoundry is not a great fit for clients that have a specification document in hand along with a directive to follow it to the T," remarked NewFoundry CEO Richard Chang. "We value open dialogue and working as a partner in the product

development process from start to finish. If you have a problem that you're struggling to solve or a goal that you're trying to attain with no clear path to getting there, we are your people. We hire for solid skills – that's a given – but we also look for folks who fit our ethos of 'Forging Big Ideas,' of feeling at home in the midst of untangling nebulous requirements, and of going the extra 20% that the client doesn't expect. This is how we engage our clients and ourselves."

The strategy is paying off. NewFoundry has achieved steady growth in revenue and team size each year, priding itself on hiring slow and hiring smart. In 2016, the founding partners purchased a former medical office building adjacent to County Farm Park in Ann Arbor and oversaw a complete overhaul of the property that resulted in a 2000 sq-ft studio complete with a central open-plan work area and more than half a dozen flexible collaborative spaces inside and outside the building.

Looking ahead to the next five years, NewFoundry's strategy is to continue its trajectory of steady growth. The firm seeks to bring on additional software developers in 2018 and 2019. NewFoundry also plans to keep on doing what it has always done best – deliver ground-breaking solutions that are often different than what the client first imagined, but always more than they expected.

About NewFoundry

NewFoundry fuses strategy, design, engineering, and user experience expertise to create next-generation market opportunities, products, and services. Founded in 2012, its clients are organizations of all sizes and across major industries who seek a trusted partner to deliver engineered solutions and marketplace experiences that are brand building, beautiful, and smart. NewFoundry has been recognized as a leader in its field on regional, state-wide, and national stages, including recognition from Best of MichBusiness, Michigan 50 Companies to Watch, Goldman Sachs 10,000 Small Businesses, and, most recently, Inc. Magazine's list of the 5000 fastest-growing companies in America. Learn more at www.thenewfoundry.com.

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NewFoundry is #1347 on Inc. Magazine's list of the 5000 fastest-growing private companies in America

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