

Inc.

30 Under 30

AMERICA'S COOLEST YOUNG ENTREPRENEURS

ALUMNI UPDATES

Where Are They Now?

Despite the economic gloom and doom, the honorees on this year's 30 Under 30 list are building wildly successful ventures with the help of their peers, parents, professors, and patrons. Why enlisting these loyal tribes of support has become so important in the start-up world -- and how the smartest companies foster that same loyalty among their customers.

Reported by J.J. McCorvey and Josh Spiro



Rob Van Etten, Brighton Cromwell
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"Despite the economic downturn, Brighton Cromwell has done extremely well. We finished 2008 at over \$16 million. We are on target to do \$22 million in 2009 and have increased our staff to 40 employees. We are growing up as a company and we realize that in order to reach our goal to become a \$100 million business, we must focus on our own internal processes and procedures. We must have the processes and procedures of a large business, but still have the flexibility of a small business. Our culture continues to focus on continuous improvement, systems efficiencies, and operational excellence. We want to be the Google of the defense industry and we working to develop our proprietary systems to get us there. We are very excited about our future as a company and our looking forward to growing up as a company."

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