

30 UNDER 30

*America's Coolest Young Entrepreneurs



PROFILES



1. Aaron Hall, Borrego Solar Systems
2. Sumi Krishnan, K4 Solutions
3. John Ready, Ready Seafood and Catch a Piece of Maine
4. Brendan Ready, Ready Seafood and Catch a Piece of Maine
5. Aaron Patzer, Mint.com
6. Chaim Indig, Phreesia
7. Evan Roberts, Phreesia
8. Aaron Levie, Box.net
9. Dylan Smith, Box.net
10. Claire Chambers, Journelle
11. Vu Thai, Efficient Lighting
12. Leanna Archer, Leanna's
13. Bobby Kim, The Hundreds
14. Ben Shenassafar, The Hundreds
15. Rob Van Etten, Brighton Cromwell
16. Julia Alkire, Family Creations
17. Stephanie Goldman, Family Creations
18. Matt Mullenweg, Automattic and WordPress
19. Nick Friedman, College Hunks Hauling Junk
20. Omar Soliman, College Hunks Hauling Junk
21. Marc Lotenberg, 944 Media
22. John Bicket, Meraki
23. Sanjit Biswas, Meraki
24. Alyssa Rapp, Bottlenotes
25. Noah Lehmann-Haupt, Gotham Dream Cars
26. Keith Nothacker, KHN Solutions
27. Tina Wells, Buzz Marketing Group
28. Rachel Hollis, Chic Events
29. Rahim Fazal, Involver
30. Noah Horton, Involver





#15

ROB VAN ETTEN
BRIGHTON CROMWELL

PHOTOGRAPH BY LIANE FASCIA

Age: 28
Location: Randolph, N.J.
2007 Revenue: \$8.8 million
Employees: 30
Founded: 2002
Website: www.brightoncromwell.com

Van Etten joined this family operation in 2004, when his father, Bill, turned it from a consulting firm into a supply chain integrator for the defense industry. After his father's unexpected death the following year, Van Etten took over the company, and within a year, doubled its revenue. Brighton Cromwell stands out, thanks to highly automated distribution services. "Rather than going to hundreds of different companies for 180 parts, why not go to one company?" Van Etten says.

CREATE VALUE FOR YOUR CUSTOMER




ROB VAN ETTEN
BRIGHTON CROMWELL

"If you're going to do what everyone else is going to do, you aren't going to be successful."
-- Rob Van Etten, Brighton Cromwell