

10 to WATCH

BY ROBERT COOK

Each year, *Business NH Magazine* features 10 private companies that are fast-growing but do not have the revenue to make the list of NH's Top 100 Private Companies.

The 10 companies on this list collectively posted more than \$36 million in revenue in 2017 and employ more than 260 full time and 128 part time. Eight of the companies are making their debut on the 10 to Watch. This is the second consecutive year that The Autumn Group and CBS Medical Billing & Consulting have been named to the 10 to Watch.

To make the list, companies had to demonstrate high sales-growth rates between 2015 and 2017 and generate more

than \$1 million in revenue annually. Of the 10, three—The Autumn Group, RK Parisi Enterprises/PoshHaus and PoliteMail Software—also made the *Inc.* 5000 list of the fastest-growing companies in the nation this year.

The 10 to Watch come from diverse industries, including a behavioral therapy clinic, a concert venue, a software company, a retailer of luxury kitchen and bath products, a title services firm, a medical billing firm, and an environmental remediation and disaster mitigation company as well as IT staffing, IT services, and cybersecurity firms. The question is which will follow Celdara Medical in making the leap to the Private 100 list?

#3 Company to Watch: PoliteMail Software



Michael A. DesRochers, managing director, left, and Ian Meredith, CTO, right, with staff.

Three-Year Avg. Revenue Growth: 74%

Headquarters: 655 Portsmouth Ave., Greenland 03840

Product/Service: Helps enterprises measure and improve internal corporate communications to employees by adding email analytics, responsive design and list management tools to Microsoft Outlook and Exchange.

Managing Director: Michael A. DesRochers

Founded: 2006

Total Employees: 31 full time, 6 part time

Website: politemail.com

Michael A. DesRochers needed a new challenge after owning and operating MicroArts, a creative marketing firm, for 15 years. He wanted to develop useful corporate communications tools, including services he felt were lacking.

In 2006, he founded PoliteMail software with an idea to create a sales and marketing tool to track sales conversations. “We started development because it was something I needed in my last business that I couldn’t find,” he says.

“One of the key things we were doing was replacing Outlook’s read receipts, which we called ‘rude receipts’ because they would interrupt you,” DesRochers says of the notifications that pop up to indicate that a message you sent has been read.

PoliteMail developed software to add email analytics, responsive design and list management to Microsoft Outlook and Exchange, which proved to be a very effective way for

enterprises to measure and improve internal corporate communications. “We provide measurements and analytics that Outlook does not. We have some tools to organize and automate standard template creations to create mobile friendly pages in Outlook and share them with your communications team,” DesRochers says.

PoliteMail Software now has 300 enterprise customers that have more than 5,000 employees across the U.S. including Microsoft and FedEx.

The company has been growing since and is adding to its workforce of 30-plus and looking for specific skills. “We have six open positions mainly for SQL developers and SQL systems administrators,” DesRochers says. “We’ve added lots of people. We have been able to build a good team.”

But finding enough of the right talent to accommodate the firm’s growth is challenging, DesRochers says so the firm is experimenting with some remote workforce options. ■