



SYNTEX MANAGEMENT SYSTEMS' PRESIDENT & CEO, JOE STOUGH NAMED 2003 ERNST & YOUNG ENTREPRENEUR OF THE YEAR® AWARD RECIPIENT FOR THE TECHNOLOGY & IT SERVICES SECTOR - HOUSTON REGION

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ENTREPRENEUR OF THE YEAR

Technology & IT Services

The head of a multi-million dollar performance management software company traces his interest in the field back to an early interest in baseball.

Joseph Stough is the founder, president and CEO of Syntex Management Systems, a multi-million dollar software company specializing in the design, development and delivery of enterprise performance management systems.

It might be said that the success of this young entrepreneur, age 35, started with baseball. Stough leveraged early experiences and found his niche in the database software application marketplace.

Growing up in Lake Charles, La., Stough chased his dream of becoming a professional baseball player. His pursuit of a baseball career led him to the University of California, where he became fascinated with incorporating data base applications with baseball statistics. He envisioned a decision support tool for baseball coaches to discover trends in the analysis of hitter's tendencies as opposed to availability of pitchers.

While attending college, he also developed data models to match college roommates for the Cal housing office by using geography-based mathematics.

With a bachelor's degree in mathematics and a master's degree in applied

statistics, Stough worked with PriceWaterhouseCoopers in the firm's petroleum division.

During a stint as a college baseball coach and college math teacher in northern California, he began applying his performance management software vision to business needs in the local manufacturing community.

Having been trained in information technology and as a management consultant and statistician, he wanted to apply mathematical concepts and software technology to key functions of the enterprise for advanced performance management.

Then, in 1995, Stough founded Syntex Management Systems.

Today, Syntex's flagship product, the IMPACT Safety Performance Management System, is a leading health and safety performance management software solution in both domestic and international markets. Stough's leadership from founding conception and involvement in the initial design and development of the IMPACT product line, to building an organization of motivated and inspired professionals has posi-

tioned the company at the forefront of the industry.

The goal of Syntex's performance management solutions is to help companies, through the use of management system software, discover and remove exposures before they result in organizational loss.

"We design, develop and deploy software solutions that enable managers to drive effective decisions from mathematically grounded information and affect the bottom line," Syntex's Web site explains.

Many of the world's largest oil and gas companies use the software for loss control management, which brings proactive and reactive processes together with mathematical measures for course correction and performance improvement.

In spite of the nation's economic downturn, the company has achieved consistent top line growth of more than 50 percent over the past three years.

Although Stough is a young entrepreneur, his insight, business acumen and success rivals those with decades of experience. ■



Joseph E. Stough
Syntex Management
Systems Inc.