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FASTEST-GROWING COMPANIES: REVENUE OVER \$25 MILLION

THE REVENUE OPTIMIZATION COMPANIES

At sales performance outsource firm The Revenue Optimization Companies (T-ROC), the strategies that drive growth are planned and deliberate. With eyes on creating a diversified and "cool culture," the firm recruited and invested in a management team focused on providing service unparalleled in the industry.

The effort has paid off. The Coral Gables-based company and its 300 employees drove revenue of \$85.1 million in 2017, up 142.33 percent from 2015, and solidly up from \$62.88 million in 2016. Its growth has earned T-ROC a spot on Inc. magazine's Inc. 5000 list of fastest-growing companies six of the last seven years.

In early 2018, T-ROC announced plans to expand beyond mainland U.S. and Puerto Rico with the creation of a new division called T-ROC International. The company also announced FLEX-ROC, a customizable



Brett Beveridge

program to achieve improved ROI with flexible staffing and timing, he said.

"Our entire family enjoyed a really fantastic last year, in terms of company growth, and in our own development as a team," President and CEO Brett Beveridge said. "We continue to set the trend when it comes to retail technology. Our clients and customers see and appreciate that, which led to our dramatic financial and business growth."

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