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Brian Miller plays the saxophone during a party to celebrate the new location of MindWorks Multimedia on Friday.

Thriving MindWorks takes its new digs for a spin

Communications, marketing firm treats employees at introduction to new space

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DURHAM — It wasn't your typical way to spend a July 4 weekend, but Greg Rowland and Tracy Campos thought it was worth it.

Rowland, the president and CEO of MindWorks Multimedia, and Campos, the vice president, rolled up their sleeves and spent about 40 hours with TROSA workers moving furniture and setting up the company's new digs at Golden Belt.

When employees returned to

office, treated to breakfast and mimosas and welcomed with music from a jazz trio.

"We want it to be a fun environment," Rowland said. "[The employees] were expecting to just take a look at the space, but there was a band."

The 9-year-old communications and marketing firm also hosted an open house this past Third Friday. Durham artist Lisa Creed displayed a retrospective of her artwork in the new space. One painting, worth \$2,400, was raffled off with all proceeds going to Ur-



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which Rowland is the board chairman.

The new space, at 6,500 square feet, is a big improvement over the company's former digs off N.C. 751 in the Southpoint area, a converted residential home. Rowland said being near downtown creates a great market opportunity.

In Building 5 of the Golden Belt creative campus, the space has enough room for the company to keep growing. It's filled with light and presents other ways for the company to show apprecia-

tion for their employees and foster creativity.

The office has a shower for workers who exercise or bike to work, and a Kandinsky-esque painting hangs in the break area, by a local artist inspired by the company and its new space.

MindWorks has doubled revenue and staff from five to 12 workers in the past year, a success story in the midst of a recession in which the marketing industry has suffered blows as a result of companies cutting back.

The firm gets up to 70 percent of its business from the Triangle, and while most companies have cut back on market-

ing budgets, they've also invested more in e-learning and training employees online through podcasts and Web casts, according to Rowland and Campos.

"E-learning is coming into its own as a field," Campos said.

As a result, the company's revenue for the first half of 2009 has already surpassed its total revenue for 2008.

"We felt it in November or December when we started seeing it and felt there was some momentum," Rowland said, "in biotech especially."

The firm's business has grown by word of mouth. Its corporate communications and e-learning proj-

ects are made to tailor for companies.

The recession has actually been beneficial to the company in other ways. Because workers have lost jobs with other marketing firms, Rowland said it's allowed the company to pick up the stars.

"We're able to assemble a team of the absolutely best people we can find," he said.

The company plans to hire two more people by the end of the year, Rowland said, but more positions might open in the future.

"We said we'd just hire two more people three months ago, but here we are," he said.