

'As proud Perelman grandparents, we've seen firsthand what this school does for children.'

Steve Cozen, upon making a tuition gift to Perelman Jewish Day School **P16**

LANCE BACHMANN
1SEO.COM

CEO FILE

'The world meets no one half way.'



Lance Bachmann at his craft beer bar Raw Dog in South Philly.

PERSONAL INFORMATION

Name: Lance Bachmann
Title: President
Company: 1SEO.com.
Type of company: Search engine optimization consultant in Southampton.
Number of employees: 27.
Revenue: \$1.6 million.
Recent project: Window Wizards, Village Catering, Rovner and Rovner, Ladder 15, Sweat Fitness, Dumpster Source, Mad River, PHL taxi.
Education: Temple University, elementary and special education undergraduate degree, and eMBA.
First job: Selling flowers and pretzels at the corner of Frankford and Academy.
Little-known fact about you: I love country music.
Home: Philadelphia and North Wales.

BUSINESS PHILOSOPHY

Essential business philosophy: Make your clients win and we will win!
Best way to keep a competitive edge: Ongoing

education and be in front of your clients and listen to what they are saying.
Yardstick of success: When clients refer to all the people they know because your product has helped their business succeed so well...
Goal yet to be achieved: Have an apps department...

JUDGMENT CALLS

Best decision: Start my own company.
Worst decision: Trying to expand too fast.
Toughest decision: Letting my sister-in-law go from employment; or leaving corporate America.
Mentor: Charles Stubbs.

TRUE CONFESSIONS

Word that best describes you: Competitive.
Like best about your job: SEO results and the research to get you there.
Like least about your job: Constantly having to educate people about their myths and lack of knowledge.
The most important lesson you've learned: Be patient and listen...

Life motto: The world meets no one half way.
Greatest fear: Losing, failing.
Person most interested in meeting: Steve Jobs — I would want to know how he thinks of all the different things he does and manages them all extremely well...
Company you respect most: Google — they add a great value to end users. Also they add a great value to business for lead generation...
First choice for a new career: Firefighter — always wanted to be one ... my dream job!

ET CETERA

Award/honor most proud of: Leadership award for ATT Yellow Pages.com for vice president.
Most influential book: "Good to Great," "Freakeconomics" and "Winning."
Favorite movie: "Star Wars."
Favorite restaurant: Capital Grill.
Favorite vacation spot: Any hot weather place.
Favorite room in the house and why: Living room — it's where you watch sports.
Favorite way to spend free time: Watching movies and going out with friends.
Car you drive: 2011 Lexus GX 460. ■

POWER CALENDAR



Must-attend events in the week ahead.

MONDAY, FEB. 7

Philanthropy. Insights. Networking. P.I.N. Stripes: The Spotlight Series — Let's Do Dumplings. 6 p.m., Charles Plaza, 234 N. 10th St., Philadelphia. Presented by Komen Philadelphia Affiliate. Let's Do Dumplings is a young professional's dining and networking event in celebration of the Chinese New Year. Cost is \$25. Visit www.komenphiladelphia.org/pinstripes.

WEDNESDAY, FEB. 9

8th Annual Global Business Conference — Achieving the National Export Initiative: Tool for Success in Global Markets. 8 a.m. to 3 p.m., Drexel University, Behrakis Grand Hall, 3210 Chestnut St., Philadelphia. Cost is \$125 for members, \$150 for nonmembers. Presented by World Trade Center of Philadelphia. Call 215-586-4240.



WEDNESDAY, FEB. 9

Lunch with the City's Leaders (Sam Katz, executive producer, Philadelphia: The Greater Experiment). 11:45 a.m. to 1:30 p.m., Table 31, 1701 John F. Kennedy Blvd. Cost is \$40 for members, \$50 for nonmembers. Presented by Center City Proprietors Association. Call 215-545-7766.

THURSDAY, FEB. 10

Super Bowl Smackdown Event: Check Out Which Commercial Scored a Touchdown and Which Got Sacked! 6 to 8 p.m., Dave & Buster's 325 N. Columbus Blvd. Presented by the Philadelphia Chapter of the American Marketing Association. Cost is \$45 for members, \$55 for nonmembers. Visit www.amaphilly.org.

MORE INSIDE

GOOD WORKS Philanthropy. **P16**
NETWORKING Calendar of events. **P18**



ON THE MOVE Robert Emery joins Axis Construction Management as chief estimator. **P18**