

YPN Spotlight: Adam D. Olen of ProSource Solutions

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Adam D. Olen's passion for affecting positive change through business and embracing social and environmental responsibility began early in his life and was the impetus for launching ProSource Solutions with partner Adam Horowitz in 2008.

He wrote his first business plan at age 13 and since then, his career has been a diverse mix of business consulting for creative entrepreneurs and major corporations. Olen appreciates the opportunity to leverage his vast business experience to help other business owners and nonprofit organizations. ProSource Solutions understands that the most successful businesses have one thing in common: their leaders have the time and freedom to do what they do best. With the mission of strengthening local communities by guiding both non-profit and for-profit businesses to achieve organizational excellence for the benefit of the common good, Olen is already on his way to achieving even greater success.

Adam Olen can be contacted via email at Adam.Olen@ProSourceSolutions.com. To learn more about how ProSource can help you better manage your business or organization, visit www.ProSourceSolutions.com.

1) How long have you been in your field, and to what do you attribute your success?

Companies have been outsourcing functions for years, and I have been on both ends of that relationship (outsourcing and being outsourced to), so that model is not new. However, outsourcing a business office is a brand new concept. The fact that we can manage everything from bookkeeping to CFO work, business and strategic planning, project management, and general business advice, positions us as leaders in the industry and provides tremendous value to our clients. Our clients get 6-figure expertise for almost nothing. Our success is driven by the quality and value of our work. Also, we are a casual group – very approachable. While we have a professional set of experience and knowledge, we are easy to be with, and people appreciate that.

2) How do you see ProSource Solutions being able to provide services to such a diversified group of businesses in South Florida?

It's quite simple really. Most organizations, for profit and non-profits, have a core set of business functions in common. While these tasks are essential for running the organization, they can be costly to do internally and easy to do wrong. ProSource actually assumes the responsibility for these essential business activities and manages them with expertise. Moreover, because of our network and leverage with providers we are able to install an economies of scale model that our clients cannot attain on their own.

Our team has over 40 years of combined experience working in the financial and business industry, and we bring that wealth of knowledge to each of our clients regardless of their business model or mission. I'll add that each type of business (for profits and non-profits) have their own specific set of nuances that many other individuals don't seem to understand. Our team has been involved with both sectors and is quite capable of providing value to each.

3) What role, if any, do you think networking and navigating the South Florida business environment has played in your success?

Networking has played, and continues to play, a tremendous role in our business model as our success has largely come from word-of-mouth referrals. All of our team members are actively involved in the community either through volunteering, sitting on boards and committees, or through participation in various networking groups. Further, this is not something we ask them to do, but they take a great deal of pride in being involved and promoting our philosophy among the people we meet. ProSource Solutions really does have a service to meet any type of business need, and these networking groups allows us to interface with a variety of business and community leaders, which contributes to our growth.

I'm originally from the Midwest and feel that if it weren't for my networking, I would not have met nearly half the amazing people in South Florida that I have. It's a great feeling to know that you're surrounded by like-minded people all aspiring to be better businesspeople and better community contributors.

4) As a young professional, how do you think you could benefit most from an organization such as YPN Miami and the Miami-Dade Chamber?

Well, one of my staff just told me I no longer qualify to be called a young professional. I am not sure when I crossed that line, but I guess that is another story. The truth is that these groups expose you to what is happening in the community in a way that the news simply does not. These organizations are actively involved in making our community a better place through a variety of initiatives, programs, and introductions. The folks participating in these groups are the ones creating the "good" news that we so rarely hear about. This is where you will learn what our city is trying to accomplish in both the short and long term and work with others to affect positive changes in the community overall. It is a place to examine the challenges and create solutions that benefit the whole. Furthermore, you will be surrounded by people who are ready, willing and able to help.