



Veteran-Friendly Business Case Study:

*OPTACorp (Operator Transition Assistance Corporation)
With Marc Cuffaro, Founder, OPTACorp, Pinellas Park, FL*

Marketing Strategy Theme: *An Elite Military Placement Company*

OPTACorp's marketing strategy is one centered on quality and not quantity. To date, the veterans placed have come through military referrals and word of mouth within the veteran community. OPTACorp developed a trusted relationship with veterans because they invest in them, and their families, throughout the entire transition and placement process.

The same is true for corporate clients, which were obtained due to a one-on-one approach that focuses on their needs. Those who have sought OPTACorp services were found through word of mouth and referrals in the corporate sector. OPTACorp spends whatever time is needed to understand their employment requirements and explain in detail the benefits of hiring a veteran. As one CFO of a publicly traded company recently stated, "hiring a veteran will make a positive change in the culture of the workforce and improve any company's bottom line."

OPTACorp's motto is simple and succinct: *From the frontlines to the corporate office.*



OPTACorp veterans & team members working at MagneGas: 2017



GreenZone Hero

A Company Mission Commitment to Veteran-Friendly Actions:

OPTACorp's mission is to successfully integrate transitioning special operations and uniquely qualified veterans into post-military careers in corporate America through targeted advisory, education, and placement programs.

Unlike traditional veteran placement organizations that help veterans find jobs, OPTACorp is different in that we do not consider ourselves solely a placement company. Rather, we are a consulting and advisory organization dedicated to investing in veterans, and their spouses, as we prepare them for post-military careers. That principle also applies to our clients, with whom we work closely with to identify specific employment requirements to find fully qualified veterans or military spouses to meet their needs. Additionally, we are available to assist corporations with building and sustaining veterans programs within their organizations to facilitate integration and professional development that allows companies to leverage the veterans' full potential.

Reaching Veterans:

The veterans, and their families, never incur a cost for the services that OPTACorp provides.

What makes us unique is the time we spend with both our veterans and clients prior to nominating a candidate for employment consideration. The process we have developed for our veterans, and their spouses, starts as early as one year prior to their military separation date. We assist in all aspects of the family's transition to insure that when they find the career they are passionate about, they are ready to hit the ground running. Our transition specialists focus on helping our veterans navigate through a cumbersome separation process while assisting them with the VA process, resumes, social media accounts, and capturing their career and geographic location desires. Our accomplished management team coaches and mentors our veterans and spouses as they prepare for interviews and integration into a corporate culture. Simply put, we are dedicated to quality, not quantity. Our business model allows us to maintain this approach which leads to retention rates that overwhelmingly exceed industry standards.



GreenZone Hero

Honoring Veterans sacrifices with community outreach:

OPTACorp has been recognized by organizations such as Task Force Dagger, Lone Survivor Foundation, Bravo748, and GreenZone Hero for its commitment to veterans and their families. Recognizing the much needed service that is provided to today's veterans, these elite organizations have partnered with OPTACorp to inform a wider veteran community about our services and inform corporations of our unique approach, and dedication. As a result, placement retentions have significantly exceeded industry norms. Any referral or placement we make with the assistance of these organizations will be recognized through a monetary donation directly to the organization from which the referral was made. I think it is important to note that these companies were not interested in any monetary incentive for their assistance, they just wanted to help. That speaks directly to their character and to the types of organizations that we look to partner with.



**Engaging Customers with Authenticity:
Sharing the emotion (Intrinsic Value)**

Reaching Veterans: Q & A with Marc Cuffaro, Founder of OPTACorp

Q: What service were you in?

A: I never served in the military and that is one of the reasons that I founded OPTACorp. I wanted to give back in a meaningful way to those who give up so much for us on a daily basis.

Q: What is your why?

A: I started this company as a result of helping a few friends who served in the special operations as they transitioned. I was surprised to find that most veterans



(con't)

struggle when trying to accurately articulate what they have done during their 5, 10, or 25 year career. I also was a bit taken back about just how little most in corporate America understand about the military and the attributes like honesty, loyalty, integrity, and work ethic that these veterans have ingrained in their DNA.

Q: What actions are you taking to further your veteran engagement?

A: Our veteran engagement strategy is centered on spending whatever time is needed with the veteran, and their family, to guide them through the VA process and fully prepare them for a career in the corporate sector. By extension, we work with a number of veterans organizations to get the word out about the services we provide and more importantly, link veterans with the other services that are out there. We are also in the process of working with business executives and sports personalities to build, develop, and sustain periodic events that support the mentoring and coaching aspect of what we provide. Fishing trips, hunting trips, are various forums to educate both the veteran and corporations on each other.

Q: What message is conveyed to new employees, staff and technicians?

A: First and foremost the message is our focus on quality and not quantity. We will spend whatever time it takes with our veterans to insure they are fully prepared for the corporate world. Our message is simple...find ways to say yes, and mean it.

Q: What 3 business advice/tips would you give to new business owner?

A: 1) Go slow to go fast. Take the time to think through what you think are the steps to success and build a plan. No plan survives first contact, but having one really helps. 2) Stay flexible and try new things to find what works. That does not mean rush...see #1. 3) Keep your word and build a reputation that is iron-clad and crystal clear.

Q: Are there any tactics you tried that didn't work?

A: Yes. I initially hired some employees who were very experienced in the corporate world, but lacked military understanding and the passion my OPTACorp staff has towards both our veterans and clients who hire veterans. Also, I did not research all of the benefits available to companies who hire veterans, such as tax incentives and training dollars, for companies who hire a vet and need to train them in a certain specialty.



GreenZone Hero

Integrated Campaign Results:

Growth:

Although OPTACorp is technically a new start-up, they expect 2017 revenues to double from their 2016 revenue stream.

Years in Business: 1.5

