**About the Mpact Magic Team**

**Jim Richardson – COO, Co-Founder**

After graduating from Cal State University in 1983 with an undergraduate degree in marketing, Jim Richardson launched a successful career in the financial services business. He was a consistent sales leader and a frequent speaker within and outside his industry. He devoted his business life to improving the success of his clients’ closely held businesses and was the trusted advisor to hundreds of families. The author of two books, Money Super Power and Success Simplified, Jim has also been a contributing columnist for two trade publications. He retired and sold his practice in 2009 but he believes that people should never retire ‘from’ something. They should retire ‘to’ something.

Feeling a more expansive calling, he produced a successful High School Program called ‘The Power of 10 Event.’ The program taught the 10 principles of success in school and life. The program was seen by over 50,000 high school students. It was while creating this program, that he discovered the power of the text message. After-all, that’s where teenagers ‘live.’ As it turns out, they’re not the only ones who text – nearly everyone does. Jim has also committed significant efforts to many non-profits within his community. He served on the boards of Make-A-Wish, Child Evangelism Fellowship, Link Care Center and he founded Valley Arts & Science Academy, a charter elementary school that serves 350 underprivileged families.

He also serves on the board and steering committee of CareLock Corporation in Fresno, CA and Doc Burnstein’s Ice Cream Lab in Arroyo Grande, CA. Married, father of three, Jim enjoys golf, travel, flying and hanging out at the beach with his family.

**Roger McManus – President, Co-Founder**
Roger McManus earned his undergraduate (’72) and graduate (MBA ’78) degrees from Wake Forest University. Upon completion of his MBA, Roger joined Faber, a small marketing research supplier in Greensboro, NC. He became its president three years later.

Next, Roger focused and expanded Faber to form the Photo Research Foundation a marketing research firm specializing in issues related to the photographic industry. Clients included all of the top names in the industry and every conceivable methodology. Out of that experience Roger created the International Minilab Association, a trade association for one-hour photofinishers. As part of that effort, he launched *Photo Imaging Entrepreneur*, a trade magazine for the retail photofinishing business and acquired a lab in Greensboro, NC as a backdrop for the editorial. Three years later Roger added a parallel magazine for the UK. These titles lasted as long as minilabs did. Following the formula established by the photo trade books, Roger created a similar vertical for dental students (*Dental Entrepreneur*) filling a discovered gap between medical education and business realities. Later Roger added a horizontal business title, *NC Entrepreneur* magazine.

Roger was selected to represent North Carolina to the White House Conference on Small Business during the Clinton Administration. He was selected by the SBA as its Small Business Advocate of the Year in the Southeast. He served for five years on the State Advisory Board for the Small Business & Development Centers (SBDC) in North Carolina. Roger is the author of six books including *Entrepreneurial Insanity* and is a columnist for five trade magazines. He is an accomplished speaker and seminar leader. Roger joined the founding team of Mpact Magic with the objective of jumping onto the fastest growing marketing methodology while turning it on its side to discover new and different ways to deploy the technology.