

My Benesch My Team Campaign – Turning Technologies

2013

Below is a testimonial from Mike Broderick, Co-founder & CEO of Turning Technologies.

Tell us a little about Turning Technologies.

Turning Technologies was founded in 2001 and incorporated in early 2002. We develop group, classroom and audience response systems. We were recognized by Inc. magazine as the fastest growing privately held software company in the nation. Case Weatherhead School of Management also put us at the top of the Weatherhead 100 list. We also placed seventh on the Entrepreneur Magazine list of the fastest growing small businesses in America, and we're honored to have received a Mahoning Valley Growth Award.

As a young company, we have executed a very aggressive growth strategy and have been quite successful. We started in 2001 with three employees and now we're over 110 employees with distribution in 84 countries.

How soon after the inception of the company did Benesch become involved?

Within the first six months. I met Gregg Eisenberg (Benesch partner) and we've been working together ever since. They were very helpful and flexible in the early stages and have continued to be a fantastic partner.

How does the Benesch team approach work for Turning Technologies?

It's been great. Being a technology company, we have some unique legal issues. Recently, we went to Benesch and said, "We need product certification in Japan. How do we get it?" Benesch got to work and made it happen. They have those kinds of resources and connections.

Since day one, Gregg has been our primary contact and my go-to guy. I can call him and ask about mergers and acquisitions or tax law and before I know it, I'm working with a lawyer in that specific field. It's just brilliant.

One of Benesch's strengths is that they have lawyers who practice in virtually every field, in which we have needed assistance. Within just the last year, we've worked with 15 or 20 of their partners and associates.

The work they've done for us has been critical to our success. Especially in challenging areas like international intellectual property protection.

How important is IP protection?

For a technology company there is nothing more important. Our success is dependent on our ideas and having those ideas protected legally around the world. I just can't overemphasize the importance of it and Benesch has helped us every step of the way.

How would you describe your experience with Benesch?

It's just been excellent. Whenever we've needed something I've just been able to pick up the phone and they've responded very quickly and done a fantastic job.

We were dealing with another company about a year and a half ago and the people we were working with have since told me that very early in the process they realized that we had much better counsel than they did. Since closing the deal, they've retained Benesch. They felt that strongly about the quality of our representation. Benesch has been that good.

The quality of what Benesch has done for us has been second to none. They are extremely responsive. Benesch has become more than just our legal counsel. They are friends, confidants and advisors to us organizationally and to me personally. And that's very important from my perspective.

What's on the horizon?

Continuing to execute our growth strategy, which includes continued aggressive organic growth and expanded focus in the whole mergers and acquisitions area. There's going to be a lot of work from a legal perspective so we're extremely thankful to have the Benesch team on our side.

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