

# Aleef Adam

Fort Lauderdale, Florida



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## *Learn about Florida Entrepreneur Aleef Adam:*

Aleef Adam, founder of DirecLogix, which was recently named one of GrowFL's Companies To Watch for 2016, credits his father with providing the nudge that was the tipping point in his decision to launch DirecLogix in 2005. "Our family has always been entrepreneurial," Adam said. "My dad has his own businesses that he has operated. After I had worked for several large companies like Hewlett Packard and Lucent Technologies, he gave me the push I needed to consider starting something on my own. He's been successful in business and management so when he suggested I take the leap, I paid attention."

Adam did not take a blind leap, but made a calculated choice after completing due diligence and research. "I spoke with some former colleagues and customers about why large enterprises might want to

work with a startup like DirecLogix to fulfill their IT solutions," he said. "It came down to the ability to execute, working relationships and a deep understanding of their business. Because DirecLogix could demonstrate those benefits, they were willing to work with my new company."

DirecLogix is an IT solutions provider working with organizations primarily in southeast United States with a focus on data-center infrastructure, cloud computing and information security. "One thing we notice is that our clients appreciate the extra effort and attention we give them in contrast to some of the large providers out there today," Adam said. "We don't try to do everything. Instead, we focus on our core competencies."

Adam advises aspiring entrepreneurs to develop a strong, clear vision for their company. "Have a clear vision, and make sure there is significant value that you can bring to table that separates you from everyone else," he said. "And try to develop the right mix of people and processes to execute on that vision."

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