



Noel McCormick

Clearwater, Florida



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Learn about Florida Entrepreneur Noel McCormick:

Noel McCormick, co-founder of McCormick Stevenson Engineering + Design along with his wife Melissa, worked with GrowFL to modernize the firm's approach to business development.

"Our industry isn't known for being on the cutting edge of digital and social media marketing trends," he said. "We were looking to expand and understand our social media marketing strategy and engagement, and to create brand awareness in the marketplace. GrowFL helped us to put some structure around our process, and to understand the purpose and target for each social media channel - that our website should be the foundation for all digital marketing and media and we should utilize other channels for different purposes."

McCormick Stevenson delivers engineering and product development services to the aerospace and defense industry with the ultimate customer being American and Allied war fighters. The firm is focused on the narrow, niche market of weapons design. McCormick Stevenson boasts deep technical expertise in the design of products subject to high G-loading from, for example, cannons and munitions.

Both Noel and Melissa, who is the firm's CEO and CFO, worked with GrowFL to implement the new strategy. "We hired a social media manager and she is implementing much of what we discussed," he said. "Prior to our engagement with GrowFL, we had no one in that position leading the effort to craft a coherent, consistent message using those channels in the strategic fashion we identified."

The results of GrowFL's assistance include at least one additional job created and the increased visibility and interaction that McCormick Stevenson now enjoys with its clients and public in the form of social media likes, follows and messages.

The firm continues to work with GrowFL to improve the business. "They helped us with market research to identify potential clients with whom we had not yet engaged," McCormick said. "Although that effort was valuable, we failed to leverage the results at the time, and are now re-engaged with that topic as a key pursuit. They also helped with GIS-related efforts to characterize our marketplace geographically, and to identify the most promising locations for future investment."

McCormick's advice for aspiring entrepreneurs is one word. "Focus," he

said. "Define who you are, and what you do in narrow terms, and do only that. Don't be distracted by the world of options that arise. In the beginning every startup must do whatever it takes to earn revenue and put food on the table, but as soon as possible, move away from that model. That's when you'll begin to enjoy real success."

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