

Note: C12 is about community and we want to introduce you to the larger community of C12 members throughout North Texas. Look for a series of introductions that you can use to get to know others that share the bonds of C12. – Tom Hawes, Joe Galindo, Mike Gullatt, Tom O'Dwyer

C12 GROUP NORTH TEXAS COMMUNITY
MEET THE MEMBER – **BRYCE FINNERTY**
C12 GROUP OF STONEBRIAR



Meet Bryce Finnerty

Bryce and his wife Lisa live in Plano, Texas and they attend LifePoint Church. They moved to Texas in 2006 from Washington, D.C. They have three daughters: Tess is a junior at the University of Texas, Brook is a senior at Plano West, and Lauren is a ninth-grader at Jasper High School. Bryce is the owner of HingePoint which provides cloud, mobile, and analytics applications for the real estate development and construction industry.

Where did you grow up? Where are your roots?

I grew up in Washington, D.C., and lived there all through high school, college, and started my career and family there. I still have a lot of family in the northeast from Brooklyn, Long Island, Connecticut, Boston, and Pennsylvania. We moved to Texas in 2006 and we are here for good.



What do you like to do in your spare time?

My favorite thing is cycling. I ride my bike a lot and have even done a few century rides. My bike is now on a trainer, so I bike in a 'virtual world.' I also play bass guitar in the worship band at church.

What was the last 'outing' or trip that you took with your family?

We took a really nice trip to California over Christmas break. We flew into San Francisco and road-tripped down the coast, stopping at all the big scenic spots. We ended up with my brother and his family in Palm Springs. We stayed in Palm Springs for about five days, enjoying the beautiful weather and seeing family.



How did you start your business?

I had been in the consulting world for most of my life. I always wanted to have my own consulting firm. I saw other consultants throughout my career go out on their own and they always seemed to make it. I was born again in 2006, and I wanted to get away from D.C. After I became a Christian, the Lord started working in me. So I found a business partner, put my house up for sale, took the plunge, and moved to Plano. After consulting with a partner for about four years, I went out on my own in 2010 and that is when I formed HingePoint. We later merged with several other companies and became a division of WCI Consulting (another C12 company)

How do you describe your mission and values?

We call them the 3 P's and they shape and guide every single decision and action at HingePoint.

Partners

You get a true partnership between HingePoint and our clients. Partners are loyal and help one another. So if you choose to outsource some of your business, then you need a great partner.

Do to others what you would have them do to you. - Matthew 7:12

Positive

You get positive attitudes, positive results, and positive impacts on our clients, partners, employees, families and communities. Because life is too short. No negativity!

Encourage one another and build each other up. - 1 Thessalonians 5:11

Performance

You get a high performing team from HingePoint. A team that has the hard to find skills and knowledge you seek. Because you deserve great consultants to help you grow.

Two are better than one because they have a good return on their labor. - Ecclesiastes 4:9

What service does your company provide?

HingePoint organizes all your data on one screen, whether it's data from a financial or project management dashboard, a customer relationship management system, or a company intranet. We work with mid-market, growing companies that see technology as a strategy to get more done, visualize critical data trends, and report on vital business metrics. We focus on the construction and real estate market which is kind of our 'special sauce.' I am a hybrid systems engineer and civil engineer, so for most of my career I have been building large scale systems for big engineering and big construction systems. We have worked with a lot of big brands- Foot Locker, Chick-fil-A, American Express, Under Armor, and Holiday Inn.

How and why did you come to C12?

To be honest, we have been running a faith-based business since we founded in 2006. My original partner and I were equally yoked on having a faith-based business. One of the reasons I moved from Washington, D.C. and started my own company was to get control of my workday and to get it under the Lord's care. I had been in some other coaching programs because I knew I needed entrepreneurial coaching. When you are your own boss, you really don't have any mentors. It was in one of those other organizations where I met Marty, who told me about C12. When we merged, all the leaders in our family of companies are a part of C12.

What do you value about your group?

I love my group. Mike is a great leader with a lot of big business experience. He is a really easy and fun person to work with. He has tons of wisdom, goes the extra mile, and he really tries to help.

How could you help other C12 members?

I have a real passion for missions. All the WCI companies invest in missions- it is actually in our by-laws to donate ten percent to the Lord. I have been working on missions, missions' frameworks, discipleship, church planting, evangelism, and have created with my pastor a framework that seems to be working pretty well. We would like to do a mission trip with other C12 leaders so that they can see what our mission's solution is. It is simple, cool, very effective, and I would be happy to teach it to anyone.

How do you use your business as a ministry?

My focus is to use my 'business as missions'- I wanted to create a company that would generate cash for the kingdom. All of the ministry that we do is focused on evangelism,

sharing the true hope of the world, and telling people about Jesus. I created a separate website called MultiplyKingdom.com where you can learn more about us and download any information that you may want. I have worked a lot in the Philippines, Haiti, and Africa and we have recently begun to focus on Mexico and Latin America because we were spending so much time and money traveling. Mexico is filled with fruitful areas, is ripe for the gospel, and they want to talk about Jesus.