

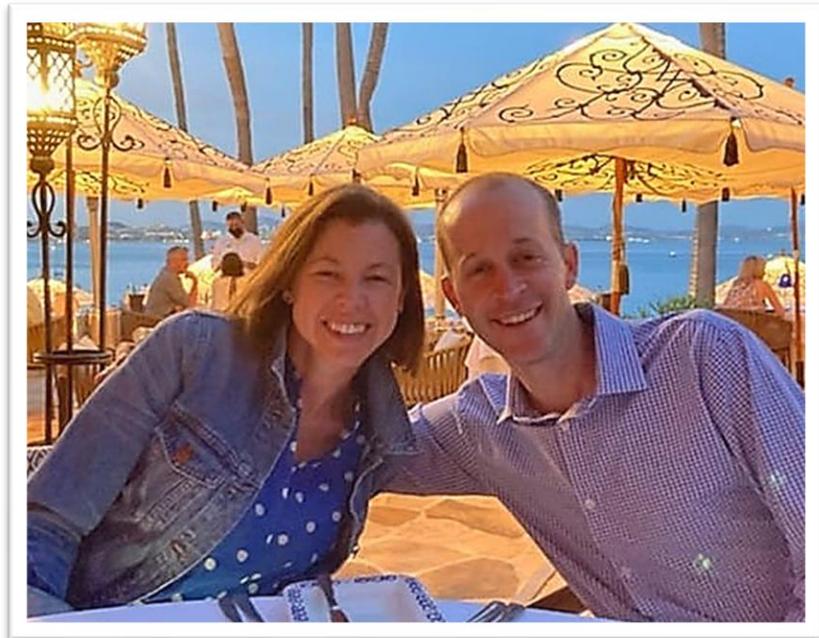
Note: C12 is about community, and that is why we meet in our groups. However, there is a broader community of C12 members throughout North Texas. Look for a series of introductions that you can use to get to know others that share the bonds of C12. – Tom Hawes, Joe Galindo, Mike Gullatt, Tom O'Dwyer, Michelle Moore, Andrea Rodarte



Meet Craig Dunlap

Craig and Amy have been married for 15 years. They live in Dallas with their sons James (13), Press (11), Peter (8), their daughter Betsy (4), along with their puppy, Annie. They attend Park Cities Presbyterian Church.

After many years of building a successful business in a different industry, Craig and his business partner sold that company. Inspired by their success and business model, Craig launched a new venture. He is the founder and CEO of Delegate CX, a company designed to help other businesses grow by providing dedicated offshore team members to perform



back-office tasks. Businesses of all kinds can benefit from the services listed on their website. <https://www.delegatecx.com/services>

Delegate CX

Where did you grow up?

Born and raised in Dallas, I am the middle child of five kids. I moved to Nashville to attend Vanderbilt and stayed for a few years after graduation. After getting married, I returned to live in Dallas, where my parents and two of my four siblings still live.

What are some of your favorite things?

My wife and I love to travel and experience new places, and at times we are nomadic. Since almost all my employees are overseas, I have the freedom to work remotely. One way we enjoy this flexibility is to spend our summers in New York City. We rent out our house in Dallas, then live in the city for two and a half months.

How do you like to spend your spare time?

There are several things I love to do, including reading, golfing, and doing anything out of doors. I spend a lot of my free time enjoying hanging out with my kids. I also love working in my new company, but my wife has to pull me back from that sometimes!

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

Just recently, we went snow skiing, which was the first time my daughter had seen snow. We have taken our kids to Mexico City, Hong Kong, and Shang Hai. We are big city people.



How did you start your business, and how did you get where you are now?

The start of my new business originated from experiences I had in my former company, Meyer Dunlap. As our company grew, we ran into a lot of headaches of growth. Our good employees did not have enough time to service our clients and be proactive. To solve this problem, I put together a team of offshore employees to handle many of our back-office tasks. The new team handled bookkeeping, presentation creation, order entry, production management, and quality control. That team was able to help us grow, keep our customer service high, and free us up to sell to more people, all without adding a lot of cumbersome overhead. This model was highly successful.

I began getting excited about doing this same thing for other companies because I had seen what it had done for our company. When Covid hit, and we decided to sell our company, I wanted to help other businesses augment or assist their superstar employees and supercharge their growth by using more cost-effective labor options. Delegate CX launched in June 2020, one month before the sale of my previous company. With our first

anniversary just weeks away, we are off to a good start. We have been able to help a lot of other businesses with some of the tasks that have kept them from growing.

International travel and missions have been a huge part of my upbringing and the formation of my Christian life. This background has led me to love the idea of global teams working together and the missional opportunity it provides to spread the good news of Jesus around the world.

What Service Does Your Company Provide?

We offer dedicated offshore team members to help you grow your business by performing back-office tasks, like bookkeeping, order entry, logistics support, data entry, reporting, customer service support, and much more

How do you describe your mission and values?

Our Mission Statement: To grow your businesses with world-class talent. We describe our values in the acronym 'LET'S GROW!':

Live by the Golden Rule
Efficient & Productive
Team-centered
Sincere
Generous
Relationship-oriented
Open and honest
Win the Day!

We preach growth in every area, and our business is about helping our customers grow.

Who are your primary customers?

Our primary customers are business owners who are looking to grow their business cost-effectively.

How and why did you come to C12?

I have known Joe Galindo, my C12 chair, since I was born. He worked for my dad a long time ago. Later, when I had my own business, he pursued Kirk Meyer and me to join. We went to one meeting and fell in love with the process, the fellowship, and just how great it is. Kirk and I have been members since January 2014. As we navigated the Covid shut down, and later decided to sell Meyer Dunlap, we knew staying in C12 was one thing we would not change. We love it.

What do you value about your group?

I value the wisdom. Ever since joining, I have been the youngest in my group. I often tell them I feel like I am cheating. They are so open and honest about mistakes they have made, the lessons learned, and warning me about certain things while encouraging me

in other areas. Their non-stop giving and pouring into me has been a huge blessing. It gets me excited to pay that back to them and pay it forward to the next generation. It is a cool experience to have multiple generations, businesses and experiences come together to share and be honest. I could go on forever about what I value about C12, my chair, and my fellow members.

What challenges as a business owner have you experienced, and how has your C12 group and chair helped with these challenges?

I have experienced just about every challenge that a business owner can have, including being cash strapped, issues with customers, and sales problems, and so has everyone else in the group. To hear their stories, advice, and encouragement is helpful. My chair, Joe, is a tireless connector, encourager, and prayer warrior. He is excellent at distilling down someone's core business presentation and explaining it back in a way that helps someone else in the group solve their problem. Knowing the individual issues we are working through, Joe can tell us who we can talk to who have faced and overcome the same.

How could you help other C12 members?

My encouragement to other C12 members, based on my experience, is to get there. Show up. There are so many mornings where I get up early and think, "C12 is going to take me away from work for a day. Maybe I should not go today." Every time I say that, and I go, it is evident within 30-40 minutes of being there why God has me there and how great the day will be. It can be challenging as a business owner. There are so many other things you have got to do. But I say, get there every time. It never returns void. It is always encouraging and positive, challenging, uplifting, and convicting.

A lot of C12 businesses represent our Delegate CX target market. Many of my group members have signed up with us, and I am grateful they believe in me and believe in the service. I am very thankful they have my back. It is an excellent opportunity for just about everybody in C12.

How do you use your business as a ministry?

I am so excited to be using the new business as a ministry. My goal is to have thousands of employees access gospel resources not usually found in the Philippines. Currently, all our employees have Right Now Media at Work. We also have a benevolence fund to help our employees with funeral expenses or other emergencies. Eventually, I would like to provide marketplace chaplains. Poverty there is the worst I have seen, and the needs are significant. One day I would like to take groups on international mission trips to show people they are loved.