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INTOUCH SOLUTIONS

It's hard enough just building a top-notch workplace from scratch. The real trick, though, is sustaining it at that level throughout years of furious growth. Welcome to Faruk Capan's world. Fifteen years after he envisioned a digital marketing company that would specialize in meeting the needs of pharmaceutical and health-care companies, his Intouch Solutions staff grew by nearly a third in 2012 alone, and now stands at 470 employees working in three locations.

By bringing on those new folks, and retaining talented ones, the company has grown big enough to warrant new digs—a 90,000-square-foot headquarters that will be ready for occupancy this summer. From the looks of it, they'll need every inch of that space: the company expects to add 350 more jobs in the area over the next five years.

At Intouch, the keys to mission success are found in the skills and knowledge of that staff. Accordingly, it has launched its own in-house university—Intouch Continuing Education—with instruction in various business sectors, such as the School of Pharma, offering an overview and immersion into the dynamics of pharmaceuticals.

An 80 percent company share of family health-insurance costs (matching the level for individuals) is a nice touch, as is the 401(k) plan with a company match and no vesting schedule. Paid holidays are a given, but Intouch goes above and beyond on the time-off front with three weeks of vacation starting in Year One. It also offers an annual bonus plan, fitness reimbursement, and associate referral bonuses, all meant to keep employees not just healthy, but happy.

Monthly employee celebrations and summer hours are part of a Work Hard/Play Hard culture, but as a true differentiator, check this out: an annual beer-pong competition.

Having covered the foundational tiers of Maslow's hierarchy of needs, the company addresses employees' higher aspirations to by making community engagement a foundational value. That includes support for Harvesters-The Food Network, Toys for Tots, the Cystic Fibrosis Foundation and others—all told, 20 charities and non-profit organizations benefit from the financial contributions and pro bono work of Intouch and its employees.

