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**DIEHARD
DEADHEAD**
CEO Rob Rush
P17



ROB RUSH
LRA WORLDWIDE INC.

CEO FILE

'Like life, business is a long, strange trip.'

PERSONAL INFORMATION

Name: Rob Rush
Title: CEO
Company: LRA Worldwide Inc., Horsham
Type of company: Consulting and research company in the field of customer experience management.
Number of employees: 125
Revenue: Undisclosed
Recent project: Tracking fan satisfaction at Major League Baseball stadiums around the country.
Education: Cornell University, BS in hotel administration.
First job: Night auditor/front desk clerk at a hotel.
Little-known fact about you: Longtime fan/follower of the Grateful Dead; have attended many concerts both near and far.
Home: Fort Washington.

BUSINESS PHILOSOPHY

Essential business philosophy: Like life, business is a long, strange trip. Being hopeful and resilient sustains you on the long journey. When in doubt, always do the right thing; you'll sleep better at night.
Best way to keep a competitive edge: The harder you work, the luckier you seem to get. You need to know what's going on in your field and with your competitors, read everything you can and network actively.
Yardstick of success: The gratification gained by really helping clients solve their customer issues, as well as the joy in watching your team grow and succeed.
Goal yet to be achieved: Learning another language.

JUDGMENT CALLS

Best decision: Starting our business at a very young age with not too much to lose.
Worst decision: Starting my business at a very young age without the perspective and experience I've gained in the past two decades.
Toughest decision: Operational and staff cutbacks following 9/11 driven by the upheaval in the travel and hospitality industries.
Mentor: My father, who gave me a solid sense of right and wrong.

TRUE CONFESSIONS

Word that best describes you: Authentic.
Like best about your job: Everyday presents a new opportunity.
Like least about your job: Everyday presents a new challenge.
The most important lesson you've learned: Life's not fair; you have to take the shots, keep punching and move forward.
Life motto: Stay the course.

Greatest fear: The things that impact my family, friends and business that are beyond my control, like the impact of terrorism and politics.
Person most interested in meeting and why: Jerry Garcia — he was a fascinating character and genius musician who was representative of an exciting era that I missed by a couple of years.
Company you respect most and why: Apple — it has the ultimate resilient CEO, an irreverent and innovative culture and it stays the course and is true to itself and its customers.
First choice for a new career: Writer/author.
Greatest extravagance: Occasional concert trips, golf and skiing.

ET CETERA

Award/honor most proud of: Being asked to chair the "Achieving Customer Service Excellence" conference last year in Anaheim, Calif.
Most influential book: "Good to Great," by Jim Collins. I know it's somewhat cliché at this point, but his concept of "getting the right people on the bus" has helped me stay focused.
Favorite movie: "Goodfellas," directed by Martin Scorsese.
Favorite restaurant: Terminal Luncheonette, a hole-in-the-wall in Horsham with nice people and good, solid home cooking where you can't spend more than \$8.
Favorite vacation spot: Vail, Colo.
Favorite room in the house:

My home office/den, where I can close the door and escape for a couple hours to read or watch a ball game quietly.

Favorite way to spend free time: Reading.

Automobile you drive: Mercedes. ■

