

Nomination: 5609

Chris Sullens

Page: General Information
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
Name of Organization/Company CentralReach
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Chris Sullens
Category L01 - L05 Thought Leadership > L03 - Achievements in Thought Leadership for Recruitment
Thought Leadership Submission Format Written Answers
a. Briefly describe the nominated organization or individual: its history and past performance (up to 200 words). Required <p>Chris Sullens embodies what it means to be a great leader. He is known for his 'people-focused' leadership style and scaling high-growth technology companies. Much of Chris' success as a leader stems from his hyper-focus on building a mission-driven culture that invests in hiring and developing passionate people, evolving products through speedy innovation, transforming clients and employees into raving fans, and continuously investing in the company's systems, processes, and structure.</p> <p>This playbook of making significant, continuous investments in people, processes, and systems was one he honed in his last CEO role at WorkWave, a leading SaaS platform for field service and last-mile logistics companies, where he increased revenue, staff, and profits by 10x in 10 years and earned a 40x return for his investors from the time he joined until he sold the business in 2017. Chris' rapid success at CentralReach, a SaaS company in the behavioral health space, validates his approach to creating rapidly growing, scale-up market leaders.</p>

b. Outline the organization's or individual's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required

Today, under Chris' leadership, CentralReach is committed to their mission of providing cutting-edge technology and services to help clinicians and practice administrators produce superior client outcomes. CentralReach has achieved an unprecedented 243% in financial growth since Chris joined the company in 2018, including a 45% year-over-year increase in revenue last year. And the company continues to aggressively scale. CentralReach plans to exit 2022 with almost 500 employees, which represents an increase of over 400 employees since 2018 as it invests in expanding its footprint to build leadership positions in the global autism and IDD therapy provider, special education, and neurodiversity employment markets.

Driving Chris' efforts to aggressively scale CentralReach is his unwavering commitment to building a positive work culture, which he believes is critical to recruiting and retaining the industry's best talent. Chris personally meets with every applicant who is interested in working at CentralReach before they are hired to ensure they align with the organization's culture and mission. Building a positive culture has made CentralReach a highly-desired destination for applicants and earned the company numerous recognitions as a fast-growing company and a best place to work.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's or individual's past performance (up to 250 words). Required

Chris was brought on to scale CentralReach to new heights. Without a clear vision in place, Chris started by focusing CentralReach on its new mission of providing ABA clinicians with cutting-edge solutions to help them deliver quality autism care.

Chris invested in hiring the right mix of technology, healthcare, and ABA professionals to bolster the company's expertise. In the past four years, CentralReach has added 250+ new hires including 40+ ABA professionals. Chris advocated for the hiring of autistic individuals through the company's Reach Out initiative, which hires individuals with Autism Spectrum Disorder. He quickly instituted employee benefits to help staff remain engaged and flourish at CentralReach. The result: 243% in financial growth and a 3x increase in new hires. Keeping legacy staff was also critical to the company's ability to grow quickly.

Risk-taking and financial investment were also a major part of his growth strategy as most clearly seen during COVID. At the onset of the pandemic, he gave away CentralReach's continuing education library for free so those without income could take the courses they needed to maintain clinical certifications. With only an estimated 42,000 clinicians to provide care to millions of autistic people, additional loss of clinicians due to COVID-19 would be devastating to those seeking care. Thanks to the strategy, 23,526 clinicians were able to maintain certifications and CentralReach's reputation as a content provider, goodwill among the industry greatly increased while revenue continues to reach new heights with 243% growth since 2018 to date.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

Webpage Link

<https://centralreach.com/inc-magazine-names-centralreach-one-of-the-southeast-regions-fastest-growing-private-companies-for-the-third-year-in-a-row/> (<https://centralreach.com/inc-magazine-names-centralreach-one-of-the-southeast-regions-fastest-growing-private-companies-for-the-third-year-in-a-row/>)

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<https://centralreach.com/centralreach-named-a-top-10-place-to-work-in-south-florida/>
(<https://centralreach.com/centralreach-named-a-top-10-place-to-work-in-south-florida/>)

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Webpage Link 3

<https://centralreach.com/centralreach-ranked-5th-best-place-to-work-in-new-jersey-for-third-year-in-a-row-by-njbiz/>
(<https://centralreach.com/centralreach-ranked-5th-best-place-to-work-in-new-jersey-for-third-year-in-a-row-by-njbiz/>)

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Web Page Link 4

<https://centralreach.com/centralreach-chief-executive-officer-chris-sullens-named-executive-of-the-year-by-njbiz/>
(<https://centralreach.com/centralreach-chief-executive-officer-chris-sullens-named-executive-of-the-year-by-njbiz/>)

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Web Page Link 5

<https://magazines.insightscore.com/10-most-innovative-companies-in-the-neutraceutical-market-october2021/#page=24> (<https://magazines.insightscore.com/10-most-innovative-companies-in-the-neutraceutical-market-october2021/#page=24>)

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<https://www.roi-nj.com/2021/10/04/opinion/op-ed/when-building-diverse-workplace-dont-overlook-those-with-autism-and-other-neurodiverse-individuals/> (<https://www.roi-nj.com/2021/10/04/opinion/op-ed/when-building-diverse-workplace-dont-overlook-those-with-autism-and-other-neurodiverse-individuals/>)

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Web Page Link 7

https://www.sramanamitra.com/2021/04/12/thought-leaders-in-healthcare-it-chris-sullens-ceo-of-centralreach-part-1/?fbclid=IwAR1dztGfv_pz6cNsktBygdFgrLrykzYFrQebPAEEXIBWn7ANK8bGOsVrH6c
(https://www.sramanamitra.com/2021/04/12/thought-leaders-in-healthcare-it-chris-sullens-ceo-of-centralreach-part-1/?fbclid=IwAR1dztGfv_pz6cNsktBygdFgrLrykzYFrQebPAEEXIBWn7ANK8bGOsVrH6c)

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Web Page Link 8

<https://centralreach.com/centralreach-chief-executive-officer-chris-sullens-named-a-top-50-saas-ceo-by-the-software-report/> (<https://centralreach.com/centralreach-chief-executive-officer-chris-sullens-named-a-top-50-saas-ceo-by-the-software-report/>)

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Supporting Document

No File Uploaded

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