

Synoptek Adds Execs To Help Triple Sales



Tim Britt
CEO
Synoptek

IT Firm Eyes \$300M Revenue Within 5 Years

Irvine-based Synoptek LLC, an information technology consulting and services provider, is building up its top management as the company plans hefty expansion.

Among key posts, Jeremy Daum has taken over as chief financial officer, and Ashley DeMasco Jefferson is the new chief people officer. Daum and Jefferson both most recently served in various executive roles at Rackspace Technology Inc., a cloud computing company located in San Antonio, Texas.

Synoptek is seeking individuals that “have experience with larger organizations,” as it readies for major growth, Chief Executive Tim Britt told the Business Journal on Nov. 11.

He estimates revenue this year will come in between \$110 million and \$120 million, after having grown from \$40 million over the last five years.

“That can help us double again and help us get to \$250 million to \$300 million” over the next four or five years organically, said Britt, and that only counts organic growth aside from any possible further acquisitions.

Synoptek said in July it had acquired Juxto’s direct real-time-communications business. Financial terms were undisclosed.

950 Employees

As for the growth strategy, Synoptek earlier this month said it had appointed Chris Gebhardt, an alumnus of Utah-based cybersecurity company StratoZen, as Synoptek’s chief information security officer, while Bo Bray was promoted to vice president for information technology service management.

The company also announced an expansion in its consulting division with six new leadership team members at the director level.

Synoptek has about 950 employees, with approximately 60 of them in OC.

Synoptek runs information technology consulting and services geared to companies from mid-market to Fortune 100 and helps guide businesses safely into cloud computing.

Britt says business has “just steadily rebounded since last year” with many big projects returning after a pandemic-caused slowdown.

He added: “Our core business has had very strong demand and it’s grown a lot since last year.”

Finding enough people in the current ultra-tight labor market may be the biggest limit on company growth, according to Britt.

“We’re in a hyper-competitive labor market in the technology space,” he said. Synoptek was advertising for 63 open positions on its website as of Nov. 15.

Next Phase

“Synoptek has grown over 1,100% in the past eight years and our growth trajectory is accelerating as we continue to realize technology-enabled business results for our customers,” according to Britt.

The company’s offices are open, but people come back “voluntarily.”

“We are doing a more flexible, hybrid approach. People want that flexibility. They’ve just gotten used to it,” Britt said.

“We’ve probably got about 20% or 30% on average working out of the office.” ■

Synoptek LLC



- **FOUNDED:** 2001
- **HEADQUARTERS:** Irvine
- **FOUNDER/CEO:** Tim Britt
- **BUSINESS:** information technology consulting and services provider
- **COMPANYWIDE/OC EMPLOYEES:** 950/about 60
- **2021 EST. REVENUE:** \$110M-\$120M
- **NOTABLE:** building up management team for next phase of growth