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GREG McINTYRE

Greg McIntyre knows something about vision. When he learned of the General Services Administration's new e-travel initiative, he started Fairfax-based mLinqs to serve up e-travel to federal agencies earlier this year.

The new company (www.mlinqs.net) has 10 employees and supports the GSA and Department of Commerce.

"It's very rewarding to start with an idea and nine months later have people working for you that you like," he says. "It's a lot of fun to have a small company."

McIntyre, 38, graduated from West Point in 1988. He keeps his Ranger tabs on his desk for good luck and uses his leadership skills from being an infantry officer: "Treat people with dignity and motivate them," he says. "Give them achievable, aggressive directives and help them succeed."

■ HOW DO YOU MARKET AGAINST LARGE CORPORATIONS?

The way we market is very focused. We match the consultant with the need, and we can't afford to make a mistake. We have to bring a higher caliber of person, very focused on what the customer wants and it has to be successful. I make sure it's a good match with the customer and ensure that there's success.

■ HOW WILL E-GOVERNMENT IMPACT LOCAL BUSINESSES?

I think it will create opportunities. With change, there's opportunity. With e-travel, for example, we saw the opportunity to create a company to focus on that particular niche. There'll be new opportunities and the companies that see that will benefit.

■ WHAT'S THE BIGGEST CHALLENGE OF STARTING A COMPANY NOW?

It's creating an identity for others to recognize. I think every company knows what their identity is, but that is only a starting point. MLinqs decided its identity would be as e-travel experts. The hard part, what we've done, is to show the marketplace that we can, in fact, do this.

■ ANDREA JAMES
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