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**Interview with Joe Martin CEO of CloudFit Software and Kyle Wagner CFO of CloudFit Software**

by Paul Dunay of Marketing Darwinism

**Marketing Darwinism:** I’m very interested in CloudFit’s strategy. Can you tell our readers a bit more about it?

**JM:** Thanks Paul for your affirmation. CloudFit is in the “Managed Digital Transformation” space. What this means specifically is that Digital Transformation is very much a function of embracing the cloud and that migrating your applications and workloads to the cloud is not a “one and done” exercise. Cloud Migration as a concept has to be understand as both a set of generalizable principles but also as a very individual factor as each business has its own priorities and constraints. Our software and services accelerate this journey and allow customers to “migrate, monitor, and measure” their cloud applications.

**Marketing Darwinism:** Fascinating. So is this mostly about financial savings (since you mentioned acceleration?)

**KW:** It’s about operational excellence of which a piece is financial savings, a piece is accountability, and a piece is working in the background so that the organization can grow its core business and innovate versus getting all its energies caught up in the transformation itself. As a CFO I think about my peers and their needs but I also think about the roles of the CIO and CEO as they are charged with technology-enabled futures.

**Marketing Darwinism:** You two boast 4 decades of collective Microsoft experience and your three other Principals add another 4 decades. Wow! Tell me about that.

**JM and KW:** Microsoft has played a huge role in our collective learning and imagination. We are humbled to have been part of Microsoft’s journey to the forefront of Enterprise Computing, Cloud Services, and related areas. We are proud of the large scale we helped enable. Microsoft and its amazing people continue to be core partners and vectors for our success. Clearly, the customers are our main focus and at times they run hybrid or non-Microsoft environments. As a software and services company we have to both respect the customers’ needs but also remember where we came from!

**Marketing Darwinism:** You are a young company but have already done a major acquisition. That’s very ambitious. Am I reading this correctly?

**JM:** Paul thanks for this question. Yes, our acquisition of Composable Systems cemented both our team but also our ongoing and deep relationships with core customers. We are indeed young but are very hungry to add value and wanted to create a force multiplier early. We welcomed not only the revenue and customer streams but also the team and expertise.

**KW:** I’d like to add to this too. We all have had big company backgrounds as you know; I’ve also had the pleasure to help build one of the fastest growing technology companies in the Northwest and understand the importance of building the right team and equipping them with the right tools from the get-go. We didn’t start CloudFit to be a lifestyle business but instead of grow quickly as a function of our value-add.

**Marketing Darwinism:** What do your customers say about you?

**JM:** Paul, thanks for bringing it back to them. We get very favorable reviews from our customers, many of whom consider us as key partners in their Digital Transformation. In the earlier days, we had a few hiccups and we learned from these. We went in with confident humility and have improved our customer story, interaction, and value-delivery each and every day. We hope to continue to improve. But overall we feel very good about this area of our business.

**Marketing Darwinism:** What’s the “Garden-variety” case for someone to contact CloudFit?

**KW and JM:** We believe that any organization that knows they want to transform but needs to understand what the journey is and how to do it in a methodical and accountable way while accelerating time to value is a perfect conversation for us. We want to partner with all organizations that are entering this journey and need to connect their Business needs with this IT process. We believe that Managed Digital Transformation is a very large space and is where the puck is going.

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