

From Scrambling to Scaling: The Praxent Success Story

Praxent is a 19-year-old Austin-based [digital innovation firm](#) founded by CEO, Tim Hamilton. Tim and managing partner, Kevin Hurwitz, share challenges and lessons learned as they took Praxent from a small startup to a scaling business featured on Austin's Fast 50 and recognized three years in a row in ACG growth awards and the Inc. 5000.

2000-2015 The Early Days

The early days of Praxent were filled with excitement as well as ups and downs. Founder, Tim Hamilton, was a student at UT McCombs, building a company, bringing in clients, and creating deliverables.

Initially, Tim's focus was on web design. Together with his team, the company (known at that time as Astonish Designs), built professional websites for law firms, B2B product companies, and several fitness and athletics-based businesses.

As clientele evolved, Astonish Designs began to focus more on web portal solutions, starting with the wiki platform, OpenTeams, which ZDNet described as taking the "icky out of wiki." They got serious about Agile Scrum and DevOps, standardizing parts of their delivery.

Other key projects during this season included a sales-enablement custom software solution for NRG, wearable software devices for childhood fitness company, IHT Spirit, and custom software for Cost Plus World Market and McCoy's Building Supply.

During the early days, company culture began to take a clear shape. Astonish Designs became Praxent, and, as a team, identified six core values that truly expressed the company's unique personality: care deeply, always deliver, never settle, do it together and own the outcome.

2015-2016: Bringing on a Partner

After Astonish Designs hit the one-million dollar mark in 2011, the company continued to grow at a fast pace, reaching \$3 million in 2016. Inspired and challenged by the book, [Rocket Fuel](#), by Gino Wickman and Mark Winters, Tim realized there was a missing ingredient if he wanted to see his business truly take off.

A visionary by nature, Tim needed what Wickman and Winters refer to as the "Integrator." Visionaries have groundbreaking ideas. Integrators ground those ideas in reality and make them happen.

This key realization was a turning point for Praxent. Kevin Hurwitz joined Tim as managing partner at Praxent in 2016. The team kicked off the partnership with a three-year plan for

becoming a digital innovation company that delivers on every level: function, user experience and business impact.

2016-2017 Building a Sales Engine

In 2016, Tim and Kevin began leaning into the value of inbound marketing. They recognized the need for a repeatable sales machine that did not operate solely on referrals and personal hustle. They worked to establish an inbound marketing engine for strategically driving online traffic to the company website. Key tools that enabled this transition were Hubspot and SEMRush.

From 2016 to 2019, Praxent grew from \$3 million in sales to \$11.5 million. The company had also grown internally from 20 employees and 7 contractors to 48 employees and 26 contractors.

2018-2019 Building a Management Team

Once the sales engine was up and running, Praxent began to face new challenges as a result of sales engine success. Growth brought the need for a stronger and more cohesive leadership team and clarified structure across the company. They made several key hires and grew the executive team to nine by January, 2019.

>> [Praxent Attracts Talent from Prominent Austin Tech Firms & Expands Executive Team](#)

In 2019, Tim and Kevin decided to reorganize the way business was handled. They hired a consultant to work out an organizational chart. By studying case studies of clients that were coming through the new sales engine, they were able to determine how to restructure each department to best suit evolving needs.

During this season, the people at Praxent have continued to embrace and exemplify the company culture and core values, donating significant time and effort to a [Habitat for Humanity building project in East Austin](#).

The Future of Praxent: 2020 and Beyond

Tim and Kevin have a vivid three-year vision to double revenue and profit, informed by Cameron Herold's book, [Double Double](#).

The company brand has been refined, offering clients a full suite of discover, envision and build services. Praxent creates effortless digital self-service experiences through human-centered design. These experiences translate into business value that makes an impact on its industry.

Each core service offers clients a proven and reliable method for achieving profit from software:

1. [Discover digital innovation](#) strategy with [AdvantagePath](#).

2. [Envision effortless user experiences](#), validated with [ClickModel software prototypes](#) and testing.
3. [Build products on time and on budget](#) with [AgileDev](#). Own innovation with built-in knowledge transfer.

For 2020 and beyond, Tim and Kevin plan on seeing Praxent grow to a 100-person remote team across the US and Latin America. The company will continue to place an emphasis on community service, cultivating brand awareness and core value commitment company-wide.