

Marcos Lopez started eXude Benefits Group with a vision of bringing everything to the benefits table. And it looks like its working.

eXude Benefits is an employee benefits consulting firm Lopez started with a clear focus “in the areas of research, communication, service of employee health

development, we help drive business results by engaging a firm’s most valuable asset — its people.”

And he certainly seems to know what he’s doing. For three years straight — 2005 to 2007 — his firm earned best place to work honors from the *Philadelphia Business Journal*. And in 2006, *Working Mother* echoed that sen-

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and welfare programs.”

For starters, in its first decade alone, the firm managed to notch greater than 30 percent average revenue growth every year.

But that wasn’t enough for Lopez. Six years ago, he co-founded eXcel Retirement Planning Inc., a subsidiary pension, profit sharing and 401(k) investment advisory firm. Lopez helped start eXcel Retirement “in response to our clients’ need for plan design consulting, administration and consistent and unbiased investment education. The goal of the organization is to provide all individuals associated with our firm an unparalleled level of support in the area of retirement planning.”

Finally, two years ago, Lopez helped launch another subsidiary, eXperience HR Inc., a human resource consulting firm. Lopez wanted to help offer companies “a workplace experience for employees that fosters trust, loyalty and commitment to service — resulting in increased retention, morale and productivity. Through sound HR practices, development of management/leadership skills and team de-



velopment by handing the company a Top Small Business for career-minded moms award. eXude Benefits also boasts nonprofit support of more than \$75,000 a year — employees are even allowed to volunteer on company time.

“We have 25 employees,” Lopez says. “In contrast to many other benefits consulting firms, we have opted to avoid hiring a sales force. Rather, the focus of our business develop-

ment has been to position our services and offerings as ‘remarkable.’ By being remarkable, we have created a brand that is recognized for providing not only great research and technology along with engaging communication efforts to employees and employers, but also a service model that is unparalleled in the industry. In short, we have grown our business by word of mouth and glowing recommendations and referrals from our clients and partners in the community. A visit to our office quickly highlights the energy, enthusiasm and creativity that makes us shine.”

— Storey



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