

Gina Watkins is Washington DC's
email marketing expert.
Create professional e-coupons



WASHINGTON
BUSINESS JOURNAL

Members: [Log in](#)
Not Registered? [Register](#) for free extra
services.



[HOME](#) ▾ | [ONLINE EDITION](#) ▾ | [PRINT EDITION](#) ▾ | [SUBSCRIBE](#) ▾ | [MARKETPLACE](#) ▾ | [BUSINESS RESOURCES](#) ▾ | [EV](#)

Search Keywords [Search Archive](#)

[News by Company](#)

EXCLUSIVE REPORTS

[Washington, D.C.](#) > [Print Edition](#)

BUSINESS PULSE SURVEY: [Have reports of plummeting home sales changed your own plans to buy, sell, stay put or get out of th](#)

Technology

Bob LaRose waters third venture with up to \$40M

Washington Business Journal - April 27, 2007 by [Ben Hammer](#) Staff Reporter

[Print this Article](#) [Email this Article](#) [Reprints](#) [RSS Feeds](#) [★ Most Viewed](#) [★ Most Emailed](#)

Serial entrepreneur Bob LaRose plans to invest up to \$40 million in **Agilex Technologies** now that he is free from a noncompete agreement signed after selling **Integic** to **Northrop Grumman** for \$319 million in 2005.

Agilex will focus on software that companies use to analyze data more deeply than traditional database products.



The company will sell emerging technologies created by Silicon Valley startups and package them with professional services from niche area consultancies. Agilex will target federal and state governments as customers, as well as businesses.

LaRose is following the systems integrator model that dominates the regional economy's biggest government contractors. Small companies need the contacts, personnel and marketing dollars of large integrators to win and manage large federal contracts.

LaRose is already well-versed in the government information technology sector. He founded Chantilly-based Integic in 1989 and sold the government contracting company in March 2005. He had started government contractor **Advanced Technology Inc.** (ATI) in 1976 and sold it to

BUSINESS RESO

Entrepreneur

Sponsored by Maste
Jumping in: She to risk.

Sales Power

Sponsored by Hoov
Keeping custom learned he had to those who had a

Franchise Cent

Powered by Bison
Browse a compre directory of the n growing franchis opportunities.

bizwomen

Making a differe motivates clients

Building Your B

Altered focus: F on subprime lenc have been disast market changes out early.

WASHINGTON R

powered by LoopNe
Featured Prop



Price: \$991,800
Building Size: 3,3
Use Type: Sale

[+ More Washing Estate](#)

manufacturing firm **Emhart** -- which eventually was swallowed by Black & Decker -- for \$140 million in 1988.

Key managers and employees of ATI and Integic owned about 40 percent of each company. Hundreds of the stakeholders profited from the sales, LaRose says, including about 50 at each organization that took home "seven figures or better."

Agilex is his "third child," LaRose jokes, and he's not about to change the DNA at the core of his business model. Nonexecutive employees of Agilex will own about 40 percent of the company. LaRose wants to increase the company's 20-person staff to 50 by July and 100 by the end of the year.

Equity creates an entrepreneurial environment among employees, he says, and helps find and keep in-demand professionals.

"There is a very big opening now for employee-owned, equity-sharing companies," LaRose says. "It has opened up a tremendous opportunity to attract some great people we otherwise would not be able to."

LaRose is onto a bigger trend nationally, says Martin Staubus, director of consulting for the **Beyster Institute**. SAIC founder Robert Beyster founded the nonprofit institute in 1986 to support the employee ownership he saw as critical to the company's success.

Contact the Editor | Need Assistance? | More Latest News →

Pages: 1 | 2 | Continue Reading →

[Subscribe or renew online](#)

RELATED COMPANY STORIES

- [Financial institutions banking on community outreach](#) [San Antonio]
- [BearingPoint pays Hawaiian Telcom \\$52M](#) [Honolulu]
- [Army awards technology contract to BearingPoint](#) [Washington, D.C.]
- [Citigroup plans to cut jobs in Texas](#) [San Antonio]
- [Citigroup intends to make a big, quick regional splash](#) [Philadelphia]
- [Citigroup sets Smith Barney closings in Broward](#) [South Florida]
- [Military and Integic plot medical breakthrough](#) [Washington, D.C.]
- [Integic expands Defense job](#) [Washington, D.C.]
- [Mayor's office: Too much ado about Healthcare Alliance](#) [Washington, D.C.]
- [Lockheed Martin venture loses lead role in Coast Guard program](#) [Washington, D.C.]
- [NetStar-1 names former Northrop Grumman exec CFO](#) [Washington, D.C.]
- [SRA awarded Marine Corps contract worth up to \\$33.3M](#) [Washington, D.C.]
- [NAI Huff Partners adds management co.](#) [Dallas]
- [Developers finish Chantilly office building at Westfields](#) [Washington, D.C.]
- [Irving speculative office project to break ground](#)

WASHINGTON, D.C. JOBS

powered by [onTargetjobs](#)

- [Administrative Assistant to site VP](#) - Wyndham Vacation Ownership Sales
- [Board Certified Orthopedic Surgeon](#) - Community Health Systems
- [Financial Analyst / Facilities Program Analyst / Facilities Program Manager](#) - US Courts
- [Nursing School, Educator/ Instructor](#) - Community Health Systems
- [Financial Advisor - U.S. cities](#) - UBS Financial Services

[Search Jobs](#) | [Post Resume](#) | [View More](#)

Employers - [Post a Job Today](#)

Build your own wealth-management practice.

Your exceptional talent drives our success. UBS Wealth Management. It starts with you. You and us.

[Click here to learn about the UBS New Financial Advisor Development program.](#)



SEARCH PRESS RELEASES

- [View all Washington, D.C. Press Releases](#)
- [View ALL Press Releases](#)

Search by Company, Organization, or Keyword

WASHINGTON, D TEAMS

[MLB - Washingtc](#)
[NBA - Washingtc](#)
[NFL - Washingtc](#)
[NHL - Washingtc](#)
[More Sports Tea](#)

EMAIL ALERTS

Get the latest loc
news delivered to
[Sign up Today!](#)

BIZJOURNAL

Find local bus

- [Advertisin](#)
- [email hos](#)
- [Tickets](#)
- [Auto Insu](#)
- [Hard Mon](#)
- [Student L](#)

More Servic



SPONSORED LIN

[Search Engine](#)

[Washington Tc](#)

[Washington Sp](#)

[Site Map](#)

Grow your business with
our email marketing service.

WASHINGTON
BUSINESS JOURNAL

Members: [Log in](#)
Not Registered? [Register](#) for free extra
services.



[HOME](#) ▾ | [ONLINE EDITION](#) ▾ | [PRINT EDITION](#) ▾ | [SUBSCRIBE](#) ▾ | [MARKETPLACE](#) ▾ | [BUSINESS RESOURCES](#) ▾ | [EV](#)

Search Keywords [Search Archive](#)

[News by Company](#)

EXCLUSIVE REPORTS

[Washington, D.C.](#) > [Print Edition](#)

BUSINESS PULSE SURVEY: [Have reports of plummeting home sales changed your own plans to buy, sell, stay put or get out of th](#)

Technology

Bob LaRose waters third venture with up to \$40M

Washington Business Journal - April 27, 2007 by [Ben Hammer](#) Staff Reporter

[Print this Article](#) [Email this Article](#) [Reprints](#) [RSS Feeds](#) [★ Most Viewed](#) [★ Most Emailed](#)

"It really does provide a competitive advantage as long as a few companies are doing it," he says. "We see it kind of snowballing."

LaRose and co-founder and Chief Operating Officer Jay Nussbaum plan to invest \$30 million to \$40 million in Agilex.



Nussbaum held executive posts at **Citigroup**, **BearingPoint**, Oracle and Xerox. He created or ran divisions for each company.

Agilex has already put some of its money to work. LaRose is buying a 76,000-square-foot building in Chantilly at 5155 Parkstone Drive from owners **Realty Capital Partners** of McLean and Massachusetts-based **New Boston Group** for an undisclosed amount.

He expects to close the deal by July when Agilex moves into the four-story structure that will serve as corporate headquarters.

Agilex will open small offices in San Mateo, Calif., in June, Chicago in July and probably New York City within a year.



Joanne S. Lawton
Everything's rosy: Bob LaRose is outfitting this Chantilly building for Agilex's headquarters.
[View Larger](#)

BUSINESS RESO

Entrepreneur

Sponsored by Maste
Jumping in: She to risk.

Sales Power

Sponsored by Hoov
Keeping custom learned he had to those who had a

Franchise Cent

Powered by Bison
Browse a compr directory of the n growing franchis opportunities.

bizwomen

Making a differe motivates clients

Building Your B

Altered focus: F on subprime lenc have been disast market changes out early.

WASHINGTON R

powered by LoopNe
Featured Prop



Price: \$991,800
Building Size: 3,3
Use Type: Sale

[More Washing Estate](#)

LaRose wants to acquire proprietary technology and top talent through about five acquisitions this year.

He says Agilex is not a short-term project. LaRose and Nussbaum decided against seeking venture capital or private-equity backing because they want to build the company over a long period.

"It would have forced me to go away from the model I've been very successful with," LaRose says. "We were not looking for 'get in, stay for four or five years, buy a few companies and bundle it up.'"

E-mail: BHAMMER@bizjournals.com Phone: 703/258-0831

Contact the Editor | Need Assistance? | More Latest News →

Pages: 1 2

[Subscribe or renew online](#)

RELATED COMPANY STORIES

- [Financial institutions banking on community outreach](#) [San Antonio]
- [BearingPoint pays Hawaiian Telcom \\$52M](#) [Honolulu]
- [Army awards technology contract to BearingPoint](#) [Washington, D.C.]
- [Citigroup plans to cut jobs in Texas](#) [San Antonio]
- [Citigroup intends to make a big, quick regional splash](#) [Philadelphia]
- [Citigroup sets Smith Barney closings in Broward](#) [South Florida]
- [Military and Integic plot medical breakthrough](#) [Washington, D.C.]
- [Integic expands Defense job](#) [Washington, D.C.]
- [Mayor's office: Too much ado about Healthcare Alliance](#) [Washington, D.C.]
- [Lockheed Martin venture loses lead role in Coast Guard program](#) [Washington, D.C.]
- [NetStar-1 names former Northrop Grumman exec CFO](#) [Washington, D.C.]
- [SRA awarded Marine Corps contract worth up to \\$33.3M](#) [Washington, D.C.]
- [NAI Huff Partners adds management co.](#) [Dallas]
- [Developers finish Chantilly office building at Westfields](#) [Washington, D.C.]
- [Irving speculative office project to break ground](#) [Dallas]

TODAY'S LATEST NEWS STORIES

- [RCN to sponsor George Mason's Patriot Center](#)
- [Kennedy requests information from Sallie Mae](#)
- [Venture capitalist named to Advancis board](#)
- [Late spring cold snap drives WGL profits up](#)
- [WTO attorneys move to D.C. law firm](#)
- [Most Viewed Stories](#)
- [Most Emailed Stories](#)

WASHINGTON, D.C. JOBS

powered by [onTargetjobs](#)

- [Administrative Assistant to site VP](#) - Wyndham Vacation Ownership Sales
- [Board Certified Orthopedic Surgeon](#) - Community Health Systems
- [Financial Analyst / Facilities Program Analyst / Facilities Program Manager](#) - US Courts
- [Nursing School, Educator/ Instructor](#) - Community Health Systems
- [Financial Advisor - U.S. cities](#) - UBS Financial Services

[Search Jobs](#) | [Post Resume](#) | [View More](#)

Employers - [Post a Job Today](#)

Build your own wealth-management practice.

Your exceptional talent drives our success. UBS Wealth Management. It starts with you. You and us. [Click here to learn about the UBS New Financial Advisor Development program.](#)



SEARCH PRESS RELEASES

- [View all Washington, D.C. Press Releases](#)
- [View ALL Press Releases](#)

Search by Company, Organization, or Keyword

Content provided by PR Newswire. [Learn more about this service.](#)

WASHINGTON, D TEAMS

- [MLB - Washington](#)
- [NBA - Washington](#)
- [NFL - Washington](#)
- [NHL - Washington](#)
- [More Sports Teams](#)

EMAIL ALERTS

Get the latest local news delivered to your inbox. [Sign up Today!](#)

BIZJOURNAL

- Find local business news
- [Personal Finance](#)
 - [HR Consulting](#)
 - [Maid Services](#)
 - [Online Dating](#)
 - [Life Insurance](#)
 - [Business Services](#)
- [More Services](#)



SPONSORED LINKS

- [Search Engine](#)
- [Washington Times](#)
- [Washington State](#)
- [Site Map](#)