

HOST COMMITTEE SPOTLIGHT: JENNIFER SMITH, CEO, INNOVATIVE OFFICE SOLUTIONS

For Jennifer Smith, the dynamic CEO of Innovative Office Solutions, the focus of her company is making people more productive – by creating more efficiently designed and stocked workplaces for her high profile corporate and government clients, and by streamlining their procurement and logistics processes.



“Imagine us as an extension of your procurement, IT, marketing and administrative staff,” she says. “We can source anything our client needs for the office – from paperclips to ergonomic desk systems. And we deliver those products and services in the most sustainable way possible, saving hundreds of man hours.”



JENNIFER SMITH
CEO
Innovative Office Solutions

To accomplish this, the award-winning, WBENC-certified Minnesota-based company has a national reach, offering next day delivery by shipping to 50 states every day and pulling products from 72 warehouses strategically located across North America. Customers range from banks to businesses, from Schwan’s Food Company and Buffalo Wild Wings, to the State of Minnesota. So it is no surprise that Smith is an enthusiastic member of the Host Committee for the 2014 National Conference & Business Fair in Minneapolis.

The company’s innovative and solutions-based approach also extends beyond the office – as evidenced by the many Minnesota sports teams it serves, including the Minnesota Twins and St. Paul Saints (baseball), the Minnesota Vikings (football), the Minnesota Wild (hockey) and the Minnesota Swarm (lacrosse).

For the Minnesota Twins, Innovative Office Solutions not only sourced everyday office supplies to run the business, but also outfitted the new outdoor stadium with paper towels, toilet paper and janitorial needs.

When, on Opening Day, the team realized that there were still a few items they needed for the outdoor stadium that they hadn’t needed indoors, Innovative Office Solutions sprang into action, producing stools for the bat boys and cleat brushes for the players’ shoes, all by noon.

To deliver this level of service for each client, Innovative Office Solutions takes a highly consultative approach. At its most strategic, the company can help its clients envision their workplace, design their furniture and IT configuration, engineer the workflow, and deliver office and maintenance supplies on-time and to their door.

Drawing upon the expertise of its specialists and sales professionals, the company starts with a productivity and sustainability audit. Then it offers strategies to streamline the client's operations and encourage productivity – from workplace and IT to print management and procurement processes. Finally, it provides online access to over 100,000 products, calling upon its national distribution system to fulfill those orders and ensuring customer satisfaction with a dedicated service team based in Minnesota. As a result, Innovative Office Solutions has grown exponentially in its 12 years of doing business. Even during times of economic downturn, it forged proactive partnerships with its clients, investing in its service capabilities and expanding its reach.

“We believe that listening to our clients and positioning them for the future has been key to our success,” Smith says. “Our brand promise is to Expect Response to your needs, Expect Reduction in costs and unnecessary consumption, and Expect Relief to your pain points.”

In the last few years alone, Innovative Office Solutions' awards bears out the success of that strategy. It has been named one of 2012 Minneapolis/St. Paul Business Journal Fast 50 for the third consecutive year; one of Minnesota Business' 100 Best Places to Work; recipient of the Dakota-Scott Workforce Investment Board Entrepreneur Award; one of the 2011 Inc 5000 Fastest Growing Privately Held Companies (four years) and one of the 50 Fastest Growing Women-Owned/led companies in North America by The Women Presidents' Organization (WPO), in partnership with American Express OPEN.

“We provide the best of both worlds to our clients: the height of efficiency delivered in a one-to-one relationship,” Smith said.

For more information on Innovative Office Solutions, please visit <http://www.innovativeos.com>

