

Fast 50: IT services firm debuts on The List at No. 13

October 24, 2024, Minneapolis/St. Paul Business Journal



Cogent Solutions debuts on the Fast 50 list at No. 13. The Minnetonka-based IT services firm had \$4.3 million in revenue in 2023 — a 129.9% increase from 2021.

More on Cogent Solutions from owner Marc Strazzanti

What's your company's core focus this year?

Our focus is to continue offering comprehensive IT consulting services while leveraging technology and strategy to help our clients gain a competitive advantage. Our core services will continue to focus on project management, data strategy, application development and devOps.

What action or actions have you taken recently that set you up for long-term success versus short-term gains?

I've had the privilege of being a part of three different Fast 50 companies — NCC, Datacom and now, Cogent. Cogent is the most niched and has a health care industry focus. While we work across multiple industries, focusing on health care gives us extra insight and expertise that our clients find valuable. This expertise has allowed us to be trusted partners on a deeper, more knowledgeable level.

Do you have a BHAG for your company?

Our big goals revolve around our mission and core values. I've realized that

consistency in execution, constant learning, creating fantastic relationships, and enjoying the journey are the critical path to success. If you accomplish all those things daily, the big, long-term goals seem to take care of themselves.

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