



ERNST & YOUNG
ENTREPRENEUR
OF THE YEAR®



Finalist

Richard Hagerty

IMPAQT

In 1999, Richard Hagerty founded IMPAQT after seeing an opportunity to create and implement innovative technologies and services within the new, but rapidly expanding, search engine marketing industry. The company's search marketing tools and services include customizable applications, campaign management, proprietary research and performance metrics. Richard's philosophy that "people live up to the expectations you give them" drives his entrepreneurial spirit. He communicates this to his employees, telling them what he expects while they work for him at IMPAQT. Richard believes the organization's value increases when its people develop and execute their skills.

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