



Joe Majewski, ChromaScape CEO believes in personal development and growth for his leadership team.

## Leader Perspectives

“Foundationally, we have become a strong company,” said Joe Majewski, President and CEO of Twinsburg-based [ChromaScape, Inc.](#), a leading producer of color dispersions and additives used for mulch, concrete, asphalt, rubber, sand and graphic arts. Joe credits much of this foundational strength to his team’s participation in [EDGE](#) events and programs, geared to mid-market companies in Northeast Ohio.

“For a mid-sized company, EDGE is the perfect platform to make an investment for development of a leadership team,” Joe continued. “We can build on what we learn. We get exposure to many concepts and theories and apply what is right for us.”

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– Joe Majewski, CEO, ChromaScape

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EDGE is the Northeast Ohio non-profit organization that helps mid-market companies build their leaders and grow their value.

Joe pointed out that since his company’s involvement with EDGE which began in 2011, “our profitability has grown 60%. A lot of that growth was made possible through learning and growing our leadership team’s business acumen.”

That profit foundation has created the strong platform for the revenue growth Joe is now guiding.



One EDGE program that stands out for Joe is [InnoQuest](#), the innovation management program that engages participants in learning best practices for managing and guiding the innovation process. “Our investment in InnoQuest has helped us create the ChromaScape Idea System,” Joe explained. This system, which is being developed now, will serve as the process ChromaScape will use to drive innovation, which Joe considers a necessary ingredient to springboard the company into future profitable growth.

In addition to growth through innovation, Joe is also looking to grow through synergistic acquisitions, a strategy that would not be possible without the 60% profit growth experienced since 2011.

One thing Joe didn’t expect was how much he personally would benefit from being part of the EDGE CEO group. “I joined EDGE because I wanted something for my leadership team,” he said. “I came into the CEO job at ChromaScape with strong operational and sales experience. And while I had reported to CEOs, I never had been a CEO. Being part of a CEO group has



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ChromaScape, Inc. Leadership Team

*Standing L to R:* Joe Majewski, Ryan Stayanchi, Bill Flynn, Chris Spilker, Jerald Wilhite

*Seated L to R:* Ben Invergo, Bill Nichols, Tischa Coffman, Paul Waidzunas, Scott Thompson

created more value for me than I had originally thought.”

In one example, Joe recalled several sessions on strategy development in which he was able to pursue valuable discussions to help him determine the right process for ChromaScape.

“I faced several challenges coming into the role of CEO,” he continued. “How was I going to build and align a leadership team? How was I going to get people to receive learning? How would I overcome barriers of blending new leaders with existing leaders?”

These are issues Joe has worked through and been able to discuss with his fellow EDGE CEOs at the same time he’s been able to encourage personal and professional growth for his team.

Joe says his team is very involved in EDGE programs because of the values and attributes he expects of his leaders. “I have purposely put together a team of people who want to continuously learn.



To learn more about how you and your leadership team can benefit from EDGE membership contact **Sarah Shoaff (216) 536-9396, Sarah@edgef.org.**

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EDGE drives growth for mid-sized companies by bringing together their leadership teams to share best practices and inspire each other to pursue the biggest opportunities. EDGE is a 501(c)(3) non-profit, and is the only NEO economic development group that is focused on helping mid-sized companies strengthen their leadership teams in order to take their companies to the next level.