



Gene Waddy is the CEO of DIVERSANT, the largest African-American owned IT staffing and solutions firm in the US. DIVERSANT offers a broad range of scalable IT staffing and diversity solutions with an emphasis on delivering the highest levels of service and quality.

What motivates me as a business owner.

My biggest motivator is not what you'd think. Most people who own and manage businesses want to make a lot of money, and to be famous. What motivates me is my respect for my role as a job creator; the responsibility that comes with knowing that day-to-day decisions affect thousands of people.

We've got hundreds of employees and consultants. When I think of these people; their families, loved ones, and their children, I realize how broad DIVERSANT's reach is. What motivates me to be successful is that I want to grow a big strong sustainable company that my clients, as well as my employees and their families can rely on and count on- that's what motivates me. The money, and the "fame;" that will come anyway.

This is kind of old fashioned, but I want a company that stands for something. I want a company that does good in the community. I want a company that can make a difference and leave the world a little bit better that we found it by offering job opportunities for people across the country and being a force for good and an example of good in the community.

Wherever DIVERSANT goes and does business; I want that to be a legacy. That's what motivates me. I want people to remember me as a good businessman, a good friend, someone who cared about people, cared about his community, and tried to run a good, ethical, and strong business. The other things, the material things; those come and go, but you only get one legacy and I'm motivated to get up every day to make sure that this legacy is lasting and positive.



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