

Stacey L. Scott

CEO, IT'S MEDIA™

"Do not to try to be the smartest person in your company, but rather, surround yourself with people who know more than you do about what they do."

Stacey Scott's unique business, it'sMedia™, clearly illustrates Plato's point that "Necessity is the mother of invention." Her desire to help her daughter improve as a gymnast, by capturing her competitions on video, led to the development of patent-pending technology called cinema-pictography™ – a technique for capturing objects in motion in real time – and created a new industry, not photography or videography, but a combination of both.

Seeking better vantage points to film competitions led her to a very successful business model – offering videos for sale as a business rather than as an individual parent. The idea caught on quickly and by brainstorming with her team, Stacey was able to address the many technical and logistical challenges that occur when filming competitions. Inadvertently, their work resulted in solutions to similar issues for other industries, as well. She remembers, "This was a time when we were really just trying to be the very best we could be at what we were doing and the effort became much more far-reaching than intended."

Having had success with other businesses, it'sMedia™ is the first business Stacey formed with a team of people, as opposed to on her own. She describes her team as a group of "wonderful, hard-working, very intelligent, diverse people," and believes its success is directly related to the company's use of non-traditional approaches to staffing. For instance, it'sMedia™ employs programmers who began working while in high school. Although they have now entered college, they remain employed. The company also offers working mothers the opportunity to fit work into the rest of their lives. Admittedly a more flexible employer because of her unique staff, she explains, "Without diverse people, willing to work hard, and creative options besides salary to compensate them, we could not afford to do this."



Stacey credits education (Computer Sciences Engineering degree from UCLA), her upbringing in San Jose, California, and the ability to learn from her mistakes with contributing greatly to her business savvy. One incident she recalls as her "biggest business mistake ever" became the impetus for financing it'sMedia™. One of her existing companies partnered with another company on a contract to provide training and technical support, and after pre-paying the partner company, she learned that the company was filing for bankruptcy. Despite a substantial loss of money, Stacey provided the contracted services without the support of another partner company, going on to become a million dollar operation. "Without that experience, it'sMedia™ would not be what it is today," she says.

Motivated by a strong sense of responsibility to the company's employees, Stacey is inspired by advice she was once given. "Do not to try to be the smartest person in your company, but rather, surround yourself with people who know more than you do about what they do." Setting out to be true to that concept has changed everything, she says, and it is the single, best piece of advice she's ever received.

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