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AngelVision Concludes Year-long Reorg: Slashes Overhead, Streamlines Operations and Cuts Costs

(Portland, OR) AngelVision Technologies announced today that they recently completed an exhaustive year-long reorganization of their entire company. Founded in 2001, AngelVision became a world leader in the production of sales tools, such as Impact Movies which became the largest selling and cost-effective method to deliver messages over the Internet.

This focus led AngelVision to appear on the *Inc. Magazine* list of fastest-growing private U.S. companies for an unprecedented seven consecutive years; from 2007 to 2013. In addition, AngelVision has earned more than 450 industry awards for Internet advertising, marketing, sales and innovation.

But, according to Michael Jingoian, AngelVision Founder and CEO, this emphasis caused some problems. “Over the past 15 years, we were only focused on helping our customers get ahead. And as you can see, the results speak for themselves”.

AngelVision reported last year that they received their 1000th success story from customers. “That’s 1000 people who took time out of their day to tell us how positively we impacted their companies and their lives,” tells Jingoian.

“But over time, our operations became dreadfully out-of-date”, says Jingoian. “So, this year, we decided to reinvent our entire company. In February, we suspended our sales efforts to focus on updating all our systems.” In the end, AngelVision claims that they reduced the cost of their overhead by almost \$200,000 a month. The company reports that this savings has resulted in a steep reduction of the cost of their services.

“Our services were always preferred by companies”, according to Jingoian. “But over the years, our costs got out of control and our prices were too high. All that has changed. Now, companies can get the superior tools and results that they expect from us, but now at the same costs as everyone else. The reorganization was a lot of work, but we are in an excellent place right now.”

This reinvention has led to other changes at AngelVision as well. Says Jingoian, “Over time, the focus of my job had changed. I was spending more time running a 40 person company and less time working with clients. Now, with modern systems and a smaller staff, I can spend my time working with our clients on their marketing programs, their messaging and their sales activities.”

“This is what I do best. It’s what I love to do. It’s what I did when I first started AngelVision and why I believe our clients hire us,” said Michael.

In 2011, Jingoian was honored as the Marketer of the Year by the American Marketing Association of Oregon and presented with their lifetime achievement award for excellence in marketing. Upon presenting the award, the AMA tweeted, “This is a leader, a mentor, a role model—and inspiration to all.” AngelVision has also been listed by *Oregon Business Magazine* as one of the 100 best companies to work for in Oregon. To learn more, visit AngelVisionTech.com.

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