

People

JEFF WESTPHAL
 VERTEX INC.

CEO FILE

‘Be of service.’



JEFF FUSCO

Jeff Westphal likes to ride his Harley on winding roads in the Poconos.

PERSONAL INFORMATION

Name: Jeff Westphal
Title: President, CEO and co-owner
Company: Vertex Inc., Berwyn
Type of company: Software and services.
Number of employees: 700
Revenue in last fiscal year: \$150 million.
Recent project: Vertex Enterprise, the first enterprise solution for global corporate tax operations management.
Education: Conestoga High School (1980); University of Richmond, history (1984).
First job: Account executive at Earle Palmer Brown Advertising in Bethesda, Md.
Little-known fact about you: Our son recovered from autism thanks to an in-home program based on love and acceptance.
Home: Edgemont, Pa.

BUSINESS PHILOSOPHY

Essential business philosophy: Love your people, really.
Best way to keep a competitive edge: Continuously invest in the future that best serves your customers.
Yardstick of success: Stakeholder (customers, employees and shareholders) trust.
Goal yet to be achieved: Unleashing the full strategic potential of corporate tax through application of advanced technology.

JUDGMENT CALLS

Best decision: Building a fully independent, world-class board of directors.
Worst decision: I haven't made a good one yet, but bagging a week of law school to go on spring break with my pals from college stands out as a pretty bad choice.
Toughest decision: Laying off 7 percent of the workforce in 2002.
Mentor: Multiple: my father, Vertex founder Ray Westphal, author Jim Patton, former Harley Davidson Chairman Rich Teerlink, WIN Capital Partner Terry Kyle, Sally Gore of W.L. Gore and & Associates.

TRUE CONFESSIONS

Word that best describes you: Dreamer.
Like best about your job: Cheering our people on.
Like least about your job: Behaving myself.
The most important lesson you've learned: Listen until it hurts.
Life motto: Be of service.
Greatest fear: I could have done more, been more.
Person most interested in meeting and why: Nelson Mandela — for his inspiring courage.
Company you respect most and why: W.L. Gore & Associates — no organizational chart at all.

First choice for a new career: Helping organizations learn to collaborate effectively and build systems to support effective decision making.
Greatest extravagance: Porsche 911 Turbo. I still can't believe I finally bought the thing and I never thought I would enjoy it as much as I do.

ET CETERA

Award/honor most proud of: When any of my kids says: "I love you, dad."
Most influential book: "The 7 Habits of Highly Effective People," by Stephen Covey.
Favorite movie: Toss up between "Gandhi" and "Animal House."
Favorite restaurant: The Continental in Old City.
Favorite vacation spot: Londolozzi, Sabi Sands, South Africa.
Favorite room in the house: Great room, chair by the fire, watching the Birds stomp on Dallas.
Favorite way to spend free time: I have a few: watching my talented children sing, drum, and show off their fashion designs; being involved with community service boards and projects; and dancing with Jenifer to the Fraction, our favorite classic rock band.
Car you drive: Mini Cooper convertible stick. Fun. Good on gas. ■