



# DR. PATRICIA CONNOLLY

CEO, Founding Partner, **SMC SQUARED**

## REFRESHING. DISRUPTIVE.

Empowering. These are just a few of the words that tech sector analysts and chief information officers across the United States use to describe Dallas-based IT insourcing company SMC Squared. A reputation reflected not only by the company's unique service offerings, but also by its co-founder and CEO, Dr. Patricia Connolly—one of this year's nominees for the EY Entrepreneur of the Year Award.

SMC Squared (SMC2) is an IT “insourcing” company that is challenging the typical outsourcing model with an innovative approach that provides U.S. companies with dedicated high-skill engineering teams. SMC2 acceler-

ates digital transformation and innovation, expands data science and analytics capacity and develops critical software systems for clients.

Using a unique recruit-to-fit model to attract the right talent specific to each individual client's needs, SMC2 creates Global Insourcing Centers in India. “Our goal is to operationalize global IT engineering talent in a way that reflects US-based quality, productivity, and practicality,” Connolly says. SMC2 provides this service as a managed service offering as well as their proprietary BOT model.

The approach, which has been called a “disruptive alternative to traditional outsourcing” by industry analysts and is especially attractive to CIOs, CFOs, and CEOs looking to minimize both risk and cost for establishing global teams.

“We value the trusted role we play, helping corporate leaders to build great teams and accelerate their vision,” Connolly says. “We created SMC2 from years of experience, looking at the pros and cons of global IT and traditional outsourcing and contracting. We offer an innovative model optimiz-

es ‘local-global’ talent mix with our Global Enablement roadmap and best practices. Our goal is to be true partners, helping clients effectively build highly effective IT teams.”

Connolly and her partners founded SMC2 four years ago. As CEO of the U.S. and India SMC2 entities, she holds a unique role as a global leader. She draws on nearly three decades of executive, IT, and academic leadership to create and implement SMC2's strategy, vision, and mission. “Moving from a start-up to a challenger position, we're proving that

C-level leaders are looking for a strong alternative,” she says.

Connolly plays a significant role in SMC2's success. The company's sales reached their highest growth ever, despite the COVID-19 pandemic, and retention rates across time and client-partner teams remain at 90%. Says Connolly, “Respect, inclusion, and integrity are very important to me. I don't want SMC2 to be viewed as just a vendor; I want SMC2 to be a true partner.”

[smc2.com](http://smc2.com)



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