

# No. 16

## CAP Resources

Rev. growth: 84.25%

Laura Capper, CEO and Founder

### What's the greatest challenge you faced this year?

Probably the greatest challenge I've faced is growth and trying to keep the balance between finding extremely talented people who can do virtually anything that needs doing for a customer and then obviously balancing that with new customers. Trying to stay ahead of what the demand is with resources and taking on big projects that you then really need to scramble to fulfill.

Laura Capper, holding a picture of her family. Scan the QR code or enter the URL to watch a video of her explain how they've influenced her.

(<http://bizj.us/b4dc1>)

### When's the last time you were rejected and how did you deal with it?

There's probably a little bit of rejection every day, all day long. I think you learn from it, you move forward. I'm not a big believer in spending time looking at the past. I think doing a little bit of kind of post-mortem analysis, seeing what you could have done differently is always good. But I like to keep my eye on the future as opposed to the past.

### How would you describe your corporate culture?

I think we have a lot of intellectual curiosity. One of my highest hiring criteria is people have to be really nice, they have to like what they do. ... Being able to handle both the technical side and the interpersonal side is important. The main thing is we want the customers to feel like we're part of their team.

### How do you recruit?

It is always word of mouth or referrals.

### Does entrepreneurship run in your family?

Absolutely. I think all of

us started with very large companies.

Looking at my father, who started with Shell and Texaco, then worked with progressively smaller companies. For the last 30 years he's had his own company. If I point to my husband, it would be very much the same.

That's what we talk about around the dinner table. We love entrepreneurship, we love new ideas.

### Why Houston?

Houston, I could go on that topic forever. Houston is very entrepreneurial, it's very friendly. The diversity of our city is just one of the greatest strengths we have. When you look at other major cities, to me, almost how segregated they seem versus Houston, we are just such a melting pot. I think we're all the better for it.

### Are you hiring?

We're always looking for extraordinarily talented people.

### What local company or brand inspires you?

I love the way Whole Foods operates, I respect the empowerment they've given their employees.

