



COMPANY INFORMATION

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FOR IMMEDIATE RELEASE

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Net Conversion Selected to Gator100

GAINESVILLE, Fla. – Net Conversion was named to the University of Florida’s 2018 Gator100 during a ceremony Feb. 2 at UF’s J. Wayne Reitz Union Grand Ballroom.

Sponsored by the UF Alumni Association, in partnership with the UF Entrepreneurship & Innovation Center, the Gator100 recognizes the 100 fastest-growing businesses owned or led by UF alumni. Ernst & Young calculated each company’s compound annual growth rate (CAGR) over the past three years to generate the ranking.

Net Conversion was ranked 69th with a CAGR of 34.16%

We're a digital media company who's come a long way in a short time by being the best at what we do. We begin with a promise of plenty of time and attention. From there, a team of smart people will ask a lot of important questions about your product, service, history, culture and so on. Then we carefully survey the ad landscape in-and-around your industry. Next, we develop and implement a digital marketing and analytics strategy carefully designed to meet (and often exceed) your goals – all the while earning a big-time ROI.

2017 Awards: Orlando Business Journal’s Fast 50, Best Place to Work, & Fast 100. Florida Trend’s Best Companies to Work for in Florida, Orlando Sentinel Top 100, and Adrian Awards.

Ryan Fitzgerald graduated from the University of Florida in 1997 with a Bachelor of Arts in Economics.

“Very proud to be included in such a distinguished group of companies.” -Ryan Fitzgerald

“The Gator100 honors UF alumni from across the university who are founding and growing amazing companies around the country,” said Kent Fuchs, president of the University of Florida. “It’s an incredible affirmation of the innovative and entrepreneurial spirit of the Gator Nation.”

To qualify for the Gator100, companies must have been in business for five years or more as of Oct. 1, 2017, and have had verifiable annual revenues of \$250,000 or more in 2014. Additionally, a UF alumnus or alumna must have met one of the following three leadership criteria:

1. Owned 50 percent or more of the company from Jan. 1, 2014, through Oct. 1, 2017; or
2. Served as company’s chief executive from Jan. 1, 2014, through Oct. 1, 2017; or
3. Founded the company and been active as a member of the most senior management team from Jan. 1, 2014, through Oct. 1, 2017.

View the full list of Gator100 honorees at gator100.ufl.edu.