



# **Rob McCormick**

## **Founder and CEO of Avatara**

Rob McCormick charted a new course with the founding of Avatara in 2005, concentrating on providing small-to-medium sized businesses (SMBs) with comprehensive, enterprise-level IT services through a personalized, secure, and in-house developed platform. Before embarking on Avatara, Rob McCormick steered Savvis as its CEO from 1999 to 2005, during which he

oversaw the creation of the industry's first virtualized managed hosting platform. His era at Savvis was marked by several strategic acquisitions, vigorous equity funding efforts, and substantial business expansion, leading to one of the industry's most significant technology IPOs at the time. Before Savvis, he served as COO of Bridge Information Systems, which was subsequently restructured to become Savvis in 2000.