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DAVE MIRSKY,
Chief Operating
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MARC C. MILLS,
President, Pacific Rim
Capital, Inc.

Pacific Rim Capital, Inc.

Where Customized Solutions are Business As Usual

BY CHERYL LOMAX

Pacific Rim Capital, Inc. (PRC) is one of the largest independent general equipment lessors in the country and is a certified, minority-owned business. The company was co-founded in 1990 by partners Marc C. Mills, President, and Dave Mirsky, Chief Operating Officer, to function as a lease originator, servicer and equity investor.

"We finance material handling, mobile, manufacturing equipment and energy management systems," says Mills. "We also develop innovative leasing solutions to assist our clients in maximizing the return on investment generated from their capital equipment investments," Mills adds. Headquartered in Southern California, PRC has increased lease originations in each year since its inception and today manages approximately \$475 million worth of equipment located in Canada, Mexico and the U.S.

Prior to founding PRC, Mills and Mirsky worked for Capital Associates Portfolio Company—an equipment leasing company where Mirsky served as President and Mills served as Vice President, Headquarters Marketing. Mills, a graduate of Harvard University, holds a graduate degree in Finance from the London School of Economics, and Mirsky, a summa cum laude graduate of Binghamton University, holds a degree in Management Science.

PRC's original formula for success was built around four key strategies:

- focusing on the customer as opposed to a specific product
- customizing solutions to the specific customers' requirements
- investing in technologies that result in a richer service offering
- hiring the best people in the business.

"Our commitment to our clients is a reflection of a long-held philosophy that every stage of the life of a business presents different challenges, each requiring specialized understanding and customized solutions," says Mills. PRC's clients include a host of Fortune 500 corporations.

Novo Nordisk recognizes the value PRC brings to the bottom line. "Having consistency with our account management for the duration of our company's relationship with PRC has been a tremendous asset," says Bernard Wright, Senior Head of Strategic Sourcing for Novo Nordisk. "Several months ago, we needed to execute a new lease schedule and have an order placed with a hardware supplier, with only two days notice. We reached out to PRC with this urgent request and they responded by turning around both the creation of the lease schedule and the placement of the purchase order with the hardware supplier on day one! The hardware arrived as scheduled and we were able to deliver on our commitment to our business stakeholders—exemplifying PRC's commitment to consistently go above and beyond the call of duty," Wright adds.

Since its inception, the Pacific Rim Corporation's mission has remained true to its original vision. "We are totally focused on maximizing the customer experience for the Fortune 500 while creating a sustainable model for PRC and our employees," says Mills. "We plan to gain market share by bringing a better value to our customers through superior technology and innovation, and to expand our global reach so that we are able to provide value to our customers no matter where they are in the world." **S**