



Daniels Pioneers at Panorama Consulting Solutions: From left to right: Adam Cheatham, Chris Wojciak, Jason Henritze-Hoye, Eric Kimberling, Calvin Hamler, Brevard Neely, Stewart Douglass. Not pictured: Brian Potts, January Paulk, Rick Platz

In the Company of Pioneers

When Eric Kimberling (MBA 1998, BSBA 1995) recognized a need in the enterprise resource planning (ERP) marketplace, his entrepreneurial instincts kicked in. Just five years into his career as an ERP consultant for PricewaterhouseCoopers and SchlumbergerSema, Kimberling decided to go off on his own. “Everywhere I had worked up until that point and everyone I was aware of in the marketplace was aligned with specific software companies,” says Kimberling. “I didn’t see anyone who was independent and truly set up with the best interests of their clients in mind.”

After two years of operating independently, Kimberling decided to build Panorama Consulting Solutions in 2005. To do so, he turned to his alma mater. “My first three hires were DU MBA graduates,” he says. “I went to the career center for help, and they were great.” Since then, Panorama has grown significantly, and the company is poised for major growth in 2014. More than half of Panorama’s 30 employees were direct hires from Daniels MBA programs. Kimberling’s Senior Manager of Business Development Brian Potts (BSBA 1995), was his freshman year roommate, and his recently appointed Managing Partner, Calvin Hamler (BSBA 1995), lived down the hall from him in Centennial Halls.

The secret to Panorama’s success? Thought leadership. “When I started, I wasn’t a 30-year veteran with a Rolodex of contacts, so my approach was to share what I

knew and position us as ERP experts,” says Kimberling. He started a blog focused on ERP—at a time when blogs were far less common—and built a strong following. Today, Panorama is a leader in the industry—and a go-to resource for any company considering or currently going through an ERP implementation. Each year, their popular ERP report examines ERP implementations at hundreds of organizations worldwide.

As the company has evolved, Kimberling says DU’s career services team has been there to assist. Though his decision to recruit from DU was a bias at first, now Kimberling considers Daniels hiring a smart business decision. “I have great confidence in the quality of Daniels candidates,” he says. “Daniels graduates are excellent, and the career services people now know us well. It has become a valuable partnership. The College has been a great resource for us.”

Since 2009, Kimberling also has served as an executive mentor, advising small groups of Daniels graduate students. “I enjoy staying connected to DU and Daniels—for business reasons but also for personal reasons,” he says. “I want to help students who need guidance.” His desire to stay involved, Kimberling adds, stems from his own great experience. “My eagerness to mentor students and hire from Daniels speaks volumes about how I feel about the College. A big reason I ended up where I am is because of DU, and I’m very loyal because of it.” •