



# EXECUTIVE LEADERS RADIO



**Andrew Woessner, President & CEO**

**Telogical Systems**

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Andrew Woessner is an entrepreneur and leader, who has a proven ability to both start and build a business. Focusing on building strong company culture, upholding high standards of integrity, and promoting intellectual vigilance from all levels of the organization, Andrew has grown Telogical Systems ten-fold during his tenure as CEO. Blending both technical and business acumen, Andrew specializes in Business Development, Large Account Management, Sales, and Product Management. Andrew completed a Bachelor's Degrees in Modern Languages and Economics from The College of William and Mary in 1987 and a Masters in International Business from the Moore School of Business at the University of South Carolina in 1992.

**What does the company do for its customers:**

Telogical Systems combines the disciplines of research, software development and data science to provide custom sales and retention solutions enabling their clients to win more deals and retain more customers. Telogical's flagship solution is used by over 100,000 telecom customer service agents across the U.S.

**Who are the company's customers:**

Telogical's clients make up the "Who's who" of the U.S. telecommunications and cable industry.

**Why don't the company's customers use a competitor:**

Through a combination of focus, continuous improvement and perseverance, Telogical Systems has become the dominant provider in their niche, boasting both product and cost superiority over the competition.

**How did the CEO get involved:**

Andrew joined the company as a "sweat equity" partner in 2002, leveraging his business development and product management skills to help build the company through its startup stage. In 2004, Andrew took over as CEO.

**Learn from growing up and how it applies to the success today:**

Andrew grew up the son of a Foreign Service Officer, moving from country to country every 3 - 5 year. This consistent exposure to different countries and cultures has given Andrew a very relaxed demeanor and taught him to stay flexible and adaptable to an ever-changing environment.

**Brother and Sisters:**

Andrew is the fourth of five children, with only a seven year difference between oldest and youngest. Andrew describes his childhood as "more like growing up in a gang than a family". His brothers and sisters could be rough with one another but they were always there for one another. This sense of loyalty developed in his family extends to his partners and employees.

**Mom's Career:**

Mom pulled double duty as both mother of five children and foreign service officer's wife. The agreement in the home was that Dad would prevent war with the Soviets and mom would do everything else. From his mother Andrew learned the importance of humor and perseverance.

**Dad's Career:**

As a successful Foreign Service, Andrew's dad was a skilled communicator and negotiator. From him Andrew learned the importance of having a plan; that it's better to listen than talk; and it's better to guide than direct. These lesson have deeply influenced Andrew's personal leadership style.

**How does CEO give back:**

Andrew serves as the Chairman of the Board of Project Horse, a non-profit equine therapy services organization that connects people in need of renewed hope and confidence with rehabilitated rescue horses, through innovative experiential learning and therapy programs.

**Interviewed by:**

Andrew Lewis, CIMA<sup>®</sup>, AAMS, Co-Host for Executive Leaders Radio

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