

## SumTotal geared up for growth after moving to Gainesville

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Published: Sunday, March 13, 2011 at 6:01 a.m.

From its home in Silicon Valley and with offices throughout the U.S. and eight other nations, software company SumTotal Systems Inc. chose to move its headquarters to Gainesville and relocate other operations last year as it geared up for growth.



The company already had a presence here since purchasing MindSolve Technologies Inc. in 2006.

Since moving other divisions here in August 2010, the local office has grown from 40 to 130 people and plans to hire about 40 more over the next few months at its office in the new Madison Park building off of Northwest 43rd Street.

SumTotal provides employee evaluation and training software to 2,300 customers with 39 million employees in 156 countries.

Its customers include more than half of the Fortune 500 largest companies in the world.

It has more than 700 employees with offices in Redwood City, Calif.; Des Moines, Iowa; Columbus, Ohio; Burlington, Mass.; the U.K.; Paris; India; Germany; Beijing; Hong Kong; Australia and Tokyo.

In evaluating where it made sense to relocate and invest in growth, CEO John Borgerding said Gainesville stood out because of the available talent pool here and in other cities in the region, the low cost of doing business and great quality of life.

Of the 90 people hired since August, 60 percent are from the area, with many coming out of the University of Florida, as well as Santa Fe College.

When specific skills were not available locally, SumTotal lured people from Tampa, Orlando, Jacksonville and Atlanta.

Executives have relocated from San Francisco.

Borgerding moved here from Atlanta after SumTotal lured him about a year ago from software firm Ventyx, where he served as vice president of global operations after leading its international sales force in London.

Both companies are owned by Vista Equity Partners of California.

He started his software career out of college 16 years ago, going to work for Xerox in Boston, where he worked his way up from sales to product management.

With such a cosmopolitan history, Borgerding said he and his wife have thoroughly enjoyed Gainesville.

“It goes back to the things that matter — a great school system, a great quality of life, cost of living. The people are extremely friendly. I like the weather.”

He said he also is impressed by the number of activities such as world-class athletics, museums, restaurants and charity events.

“There's a lot here for a town this size,” he said.

From his new vantage point, Borgerding is overseeing the growth of a company that finds itself in the “sweet spot” of an industry that grew 16 percent last year.

As companies have cut staffing or are reluctant to make massive investments in hiring, SumTotal's software has become a valuable tool to provide training, performance reviews and develop skills to get more out of the people they have.

In the last six months, the company purchased SoftScape of Boston to add a complementary product and GeoLearning of Des Moines to service small to mid-sized companies.

The company was founded in 1985 to provide employee training software and was headquartered in Mountain View, Calif.

With its purchase of MindSolve in 2006, it added employee evaluation software.

MindSolve was formed in 1997 by UF alumni and computer consultants Dan Boccabella, Jeff Lyons and investor Charles Steadham.

Boccabella, who with Lyons is still with SumTotal, said they started with four people and grew to about 30 before the acquisition.

“It's definitely a dramatic change, but I think one that's for the better for the employees and for the customers,” he said. “We're able to service and support those very large enterprise customers that were increasingly difficult for a company of our size.”

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