

**Worcester Business Journal**

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**2008 40 Under Forty: Douglas A. Eisenstein**Today

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**Douglas A. Eisenstein**

Age: 28

Title: Managing Director, Founder

Company: Advanti Solutions

Company location: Ashland/Boston

Residence: Ashland

**Career highlights:**

Currently, I am managing director of Advanti Solutions, charged with organically growing the company into a leader within our niche market. I founded Advanti in 2003 as a strategy consulting firm at the intersection of finance and technology.

Early in my career, I recognized that financial firms need thought leaders that have an in-depth knowledge of capital markets, business and technology. I spent a few years engineering a strategic business plan that would allow me to leverage my expertise and passion for finance and business. Once I had the framework in place, I executed seven days a week to achieve my goals and built a strong presence in the industry.

**Community involvement:**

Advanti Solutions has chosen to donate a portion of its earnings to a variety of charities. Our belief is that good things come by helping other people and while we may enjoy solving complex business challenges, it's touching to take a different perspective by looking for ways to open up new doors of opportunity for others.

**Biggest professional success:**

My biggest success is a work in progress; continuing to develop my consulting organization. I founded Advanti at a very early age and have effectively grown it one client at a time. By focusing on delivering value-producing, in-novative technological advancements, I have successfully differentiated Advanti from its

competitors.

**Dream job:**

I am in my dream job. The best thing about it is seeing results when creativity is combined with swift execution.

**Businessperson you admire most:**

Michael E. Porter. He is a Harvard Business School professor and founder of a management consulting firm.

**If you weren't doing the job you're doing now, what would you do?**

I would be a business management consultant partnering with firms whose core philosophy is that corporate strategy shapes the future and flawless execution is the key to success.

**Favorite movie:**

"300." Strategy prevailed when 300 Spartans battled 80,000 troops.

**If you were stuck on a desert island, what book would you want to have with you?**

I would substitute a book for the "Harvard Business Review."