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Power 100: The Most Powerful Women Of The Channel 2011 (Part 1)

4:00 PM EST Fri, Jul. 22, 2011

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**Sitima Fowler**CEO, Capstone Information Technologies
Years in position: 7
Years in channel: 7**Highlights:** Even though Rochester, N.Y., is not a growing economy, Fowler says, Capstone managed to increase profits and managed services revenue by more than 50%. She added a record number of new managed services clients in 2010 and continues to aggressively market the company, saying she refuses to let the economy dictate her company goals. Fowler has reinvented her service offerings and added more value and invested in customer service as well.**Goals:** Fowler aims to increase monthly recurring revenue by 100%. The goal is so that the monthly recurring revenue pays all the company expenses so that anything extra is profit every month, she says.[Next Slide >](#)

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