



THE ALTERNATIVE BOARD®

The Alternative Board® (TAB) is an exclusive membership organization for small and mid-sized businesses with revenues ranging from \$1 – 100M. Founded in 1990, the company has worked with over 13,000 business owners. Membership in TAB provides business owners with targeted business coaching, peer advisory boards and a successful business owner network that spans the globe. For more information on The Alternative Board and peer advisory boards, please visit www.TheAlternativeBoard.com



Hassan Bawab

Magic Logix
Dallas, TX
www.magiclogix.com



TAB Member Since: 2010
Company Founded: 1999
Industry: Advertising & Marketing

Inc. List Rank: 194
Company Size: 12

Magic Logix offers digital marketing solutions including website design and development, graphic design and online marketing services.

Number 194 on the 2010 Inc. 500 List

The most successful businesses often start as a passion. It was a passion for website development that encouraged Hassan Bawab to found Magic Logix in 1999. Even as a new business owner, Bawab knew that success depended on his ability to give customers what they wanted, so he sharpened his skills and learned multiple programs and web languages.

As the business grew, Bawab was able to hire other web designers and developers, as well as graphic designers and online marketing specialists, to provide a full suite of services for clients. Now, at number 194 on the Inc. 500|5000 list of “Fastest Growing Companies,” Magic Logix is an inspiration for other business owners who may wonder if they can actually make money doing what they love.

As CEO of Magic Logix, Bawab spends less time on programming these days and more on leading the company – much of which comes down to relationship building. “I value every employee and customer,” Bawab says. “I feel that through networking and building relationships with great people, Magic Logix is where it is today.”

In addition to its Dallas headquarters, the company recently opened a new office in Chicago. Its client list includes such notables as Marriott, FedEx and Whole Foods, as well as many smaller businesses around the world.

Bawab recently joined TAB to share experiences and learn from other business owners. “I live and breathe what I do,” Bawab says, “and I encourage my team to be passionate in everything they do. I truly feel that the success of the company was achieved from hard work, dedication and passion for the industry from both myself and my team.”