

# 2016 Summit Award



## Genesis Networks Enterprises

James Goodman '95 is the Owner, Founder, and Executive Chairman of the Board at Genesis Networks Enterprises. The company's establishment in 2001 was a product of Goodman's intent to start a new way of doing business, emphasizing customer and employee relations, creative innovation, and outside-the-box thinking, all while striving to be the "best company in the world". Goodman decided on the company name, Genesis, because it would stand strong, live up to his entrepreneurial ideals, and exemplify a personal belief near and dear to his heart.

As the son of an Army Master Sergeant and a brother in a house of 15 children, Goodman grew up in a family of modest means, where he developed a strong work ethic and learned the importance that courage and audacity play in transforming an original idea into a profitable reality.

**“You have to work hard and do the things that others are not willing to do.”**

Today, Goodman's twenty years of management and leadership experience help lead the strategy, vision, and operations divisions at one of the largest and fastest-growing technology solutions providers in the United States. Genesis has grown from the ground up to be comprised of a family of companies, which have reached over a billion dollars in revenue. Additionally, Genesis is becoming more diversified and advanced; expanding into new industry sectors including energy, medical devices, and forging its way in to fiber networks and cloud streaming.


Due to the continually changing face of

the technology industry, Genesis takes a strategic and proactive approach of being problem solvers rather than tech experts, making them invaluable assets to clients. Having a keen vision for his personal and professional success, Goodman has introduced the idea in every employee that, "If you aren't moving forward, you're falling behind."

As to Goodman's secret to staying ahead of the pack? He has learned over the past decades that success comes to those who "always make the first move and always do more than what is asked of you. All of my professors would take the time to recognize the extra effort anytime it was given and it carried over to my business philosophy and personal ambition."

However, while business is always on his mind, Goodman learned as a young man to always consider others. Goodman and Genesis support charities of many types, including the American Junior Golf Association, The Boy Scouts of America, and The Salvation Army. Goodman continues to be an avid supporter of the Fightin' Texas Aggie Football team; attending almost every home game with his wife, Sarina, and daughter, Jessi. Additionally, Goodman and his family enjoy supporting and reliving the Aggie experience vicariously through his son, Jake, a proud member of the Aggie Men's Golf Team.

Like so many fellow graduates, Texas A&M prepared Goodman for a lifetime full of extraordinary experiences, influential people, and unmasked tradition. For Goodman, it is the "real people with real world ideals that draw you to Texas A&M and keeps you coming back." By hiring individuals who maintain the Aggie tradition of "respecting those that came before you," Goodman has built a hard working team full of dynamic members ready for a "head on challenge." While Goodman is notoriously known for being someone who will "never toot his own horn," he remains proud and truly honored to be recognized as both a successful Aggie leader, and the 2016 Aggie 100 Summit Award winner.



**Honoree:** James Goodman '95  
Executive Chairman  
of the Board, Owner,  
Founder

**Location:** San Antonio, TX

**Industry:** IT Services

**Founded:** 2001

**Average Revenue:** \$868,651,989