

Stanford Hsu - COO and VP Operations



Competitive. For Stanford Hsu, this word has described him since childhood. Actively involved in many sports from a young age - from hockey to badminton to volleyball to track and field - Stanford thrives off the adrenalin of a competitive game. His athletic experiences not only taught him the thrill and power of competition, they also taught him the power of team work, focus and execution.

In addition to his athletic endeavors, he also had many hobbies. One of those being building clone PCs using Intel's early generation chips, the Intel 8080. So, at the ripe old age of twelve, Stanford got his start in computers.

Early on in life, Stanford set his sights on obtaining a business degree from the University of Calgary, in Calgary, Alberta, Canada. In addition to regular classes, he also self-studied to get certified in his chosen industry, obtaining certificates such as the MCSE.

Throughout his university education, Stanford also worked full time during the day in the information technology industry as a systems engineer. He did this not out of necessity, but out of his fiercely competitive nature, so upon graduation he would be so far ahead of his classmates in terms of work experience, his choice of top employers would be secured.

Upon graduation, his plan of creating choices for who he would work for became a reality. He quickly rose to senior roles and leadership positions. At the age of 25, he was leading the technical team at one of Canada's major Telco's. Joining Nirix in 2004 as the COO and VP Operations, he brings

*"I am certainly not one of those who need to be prodded. In fact, if anything, I am the prod."
- Winston Churchill*

to the table honed execution capabilities, with a "let's get it done" attitude, never shying away from tough challenges. Where others see roadblocks and an increased risk for failure through unfamiliar territory, Stanford sees an opportunity to innovate. This attitude is one that has greatly contributed to Nirix's success. One recent success was being named by Alberta Venture Business magazine as #17 on their 'Fast 50' list, which is comprised of the 50 fastest growing companies in Alberta.

Aside from winning awards, Stanford's duties include the day-to-day operations of Nirix, as well as providing the technical leadership and vision on how tomorrow's technology can affect the current business environment. He daily encourages his

team to find new ways of approaching challenges, emphasizing the fact that just because a problem has always been solved in a particular way, it's not necessarily the best or fastest solution.

He believes that a technology solution delivered "on demand" should be the norm - not the exception.

In his spare time, Stanford enjoys setting a new personal goal and pursuing a different hobby each year. He is always looking for new ways to expand his horizons and test his limits. He is determined to never stop learning. Stanford lives his life by the belief that you are never still. If you are not moving forward, growing, learning and changing; you are moving back. Backwards is a direction that Stanford is determined to never take.

Stanford is a person who thrives on challenge and competition - in the sporting arena as well as the business area. growth, Innovation, and courage are all ideals that he doesn't just talk about - they are ideals you will see him live by in his daily life.

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