

Steven Hsu - President & CEO



If one were to reduce Steven Hsu down to his core elements, one would find four defining values of family, career, community and investment. All four of these aspects are driven by his personal philosophy that passion, combined with discipline and integrity have more significance than life alone. Without these, what would life become?

Steven's value for community is seen through his active involvement as an avid competitive badminton player and coach. As a player, he frequently competes at both the provincial and national level. As a coach, he is talented at finding potential in junior players and inspiring them to competitive success at numerous provincial tournaments.

Discovering the potential of technology at a young age, Steven remembers summer jobs surrounded by computers, constantly looking for new things to learn. His early discoveries of technology's potential led him to explore his options for a post secondary education that would allow him to further explore this new-found passion.

When deciding on his post-secondary education, Steven's dedication to excellence led him to the Civil Engineering program at the University of Alberta in Edmonton, Alberta, Canada, which has earned a reputation as one of the best in Canada. Upon graduation, Steven actively pursued his career in the technology industry.

Over the past fifteen years, Steven has held various positions in both the public and private sectors, excelling in high level

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consulting and architecture. He would often find himself thinking "there MUST be a better way to utilize technology!". The need for innovative technology that was out-of-the-box brought him to the conclusion that the only way to make a difference was to start his own company, where his vision for "a better way" could be realized.

In 2001, Steven began growing Nirix in the true HP sense - as a one-man-shop, out of the basement; his personal business philosophy acting as his driving force: "In business, never play by other people's rules. The quickest way to throw businesses off balance is to change the rules of engagement to your favor."

"To win great wars, first learn how to win great battles. To win great battles, first learn how to win the hearts of great men. To win the hearts of great men, first learn how to become a great man."

- Steven Hsu

Led by this philosophy, in 2004 with the help of a new business partner and a quickly growing team, Steven began turning the IT world on its head with a strategic decision to change the Nirix business model to that of a Utility Service Provider (USP). His focus is not on developing new technology, but rather on how technology is delivered to businesses. Instead of businesses thinking of technology as gadgets, standards, protocols, and acronyms that only "techies" can understand, his mission is to help businesses think of technology simply as a service, in the same way they think of and use electricity, gas and water. This change has led to the rapid growth of Nirix. So rapid in fact, that they were recently named one of the fastest 50 growing companies in Alberta by the Alberta Venture Magazine's 'Fast 50'.

Through his passion, dedication and discipline, Steven is a true example of one who never settles, never stops learning and growing, one who sees an opportunity to ignite a change in the world - and does it.