



Leonard Magro uses his Web savvy to help client companies build business.

Leonard Magro, president, Magro International

Sometimes, timing really is everything. Before he started his own company in 2005, Leonard Magro, SECS '01, was putting his master's degree in electrical and computer engineering from OU to good use working in the automotive industry. But sensing the industry's volatility, he and his wife decided it was an ideal time for Magro to start his own company: Magro International, an Internet marketing firm.

In fact, his wife, Julie (Mayes) Magro, CAS '01, whom he met at OU, where she earned her bachelor's degree in marketing — helped him start Magro International and is director of marketing.

According to Magro, the company's primary goal is to help businesses harness the Internet. "If you don't have a comprehensive Internet marketing strategy, a Web site on its own isn't going to do much for you," he explains. "You need an online presence, and then you need to build traffic to that online presence and convert that traffic into customers."

Even in a tough economy, Magro International has expanded from a home-office operation into a business with office space in downtown Rochester, Mich., and hired a third employee in 2008. Magro attributes much of the company's success to the industry itself.

"Internet marketing is a growing field, and a lot of businesses are diverting their marketing budgets away from traditional media to the online world," he explains. "So I think we are definitely in the right place at the right time."

The company's primary emphasis is on building relationships with companies that want to implement ongoing Internet marketing strategies. Magro hopes the company will continue to grow, partly by constantly evolving in step with emerging technologies, such as online video and social media.

"We work hard but we also have a lot of fun," Magro says. "Our focus is on making the companies we serve successful — and if they're successful, we will be, too."



Leonard's wife, Julie, is in charge of marketing for Magro International. They met at Oakland University shortly after Leonard arrived from his home country of Malta.