

M&M Office Interiors Inc.

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“We want our staff to be proactive.”

Tim Rudd
Co-president

When Wayne Breitbarth and Tim Rudd purchased M&M Office Interiors in 2002, the long-time friends already shared the same business values and philosophies. But the pair faced the challenge of sharing that vision with their new employees.

“Our belief statement was the first document we created,” said Rudd, who serves as co-president of M&M, which provides office furniture and interior systems.

Six years later, the company’s projected revenue for 2008 is \$16 million. From 2005 to 2007, M&M’s revenue jumped 63 percent. Rudd attributes the company’s growth to educating M&M’s staff about who the customer is and the need for superior service.

“If there’s an issue, it’s our issue, not the customer’s,” explained Rudd. “We want our staff to be proactive.”

At the same time Breitbarth and Rudd were instilling their business values in their staff, the company also mounted the task of rebuilding its customer base. When the two friends acquired M&M in 2002, the office furniture

Type of business: Office interiors solutions provider (including office furniture, movable walls, raised floors and related design, space planning and installation services)

Year established: 1961

Growth rate: 63 percent since 2005

industry experienced a 13 percent decline. In 2001, the industry had seen a 17 percent decline.

“It was a fairly low economic time after Sept. 11,” said Breitbarth. “People were very cautious.”

Today, new clients account for 85 percent of M&M’s customer base. Establishing strong working relationships with architects and interior designers throughout southeast Wisconsin has helped the company build a solid referral base.

Looking forward, Breitbarth is concerned



JOHN-PAUL GRECO

From left, presidents Wayne Breitbarth and Timothy Rudd

the current economy may hinder future growth. A lack of new businesses moving into the Milwaukee area also presents a challenge.

But amid economic uncertainty, M&M remains focused on its clients. In addition to selling office furniture, M&M reconfigures office space and provides long-term planning to accommodate growth.

“We’re here to serve the needs of our client going forward,” Breitbarth said.

The exclusive dealer in southeast Wisconsin for office furniture manufacturer Haworth Inc., M&M is helping its clients optimize their work spaces with innovative, functional products like movable walls, raised floors and sustainable building materials.

— Rebecca Konya