

WOMEN IN BUSINESS

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CEO

Predictive Profiles

Employee screening technology

www.predictiveprofiles.com

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 STAFF WRITER

Carla Bainbridge

While Carla Bainbridge admitted that starting her own business from scratch was very difficult, she was helped out by her 20 years of experience in spying market opportunities.

"I usually walk in and find out — OK this isn't where the money is — and change it," she said.

Bainbridge started her technology company, Predictive Profiles, six years ago. The Bloomington company offers a pre-screening application process and selection assessments of employee candidates for companies such as Cargill, IBM and Wells Fargo. The technology then generates a report that finds top, middle and bottom candidates for the businesses.

There is a big market opportunity for companies like Predictive Profiles, as the organization is only one of three companies in the country offering screening tools for retailers, restaurant companies and service firms. "We're capitalizing on that so we're expecting to have a lot of growth," Bainbridge said.

More companies are starting to do to what she began six years ago. She said the companies are behind but she expects them to catch up and increase competition.

"The solution to that is you need to add and change, expand," she said.

Prior to starting Predictive Profiles, Bainbridge worked with several small startups and technology businesses such as St. Paul-based SPS Commerce and Paris Ltd., a company that built one of the first search engines. This time around, she intentionally decided to grow her business without any outside financing or venture money besides a small bank loan.

"I didn't want [outside funding] because I didn't want them to have control over what happened with the business," she said.

Bainbridge said she was never worried that the company would take off, but was worried about being able to pay the bills. Taking care of her family was a big motivator. "I was afraid I couldn't pay my mortgage so I had to make it



go," she said.

Just as providing for her family may have pushed her toward success, her two children and husband remain a priority. "When push comes to shove, at the end of the day, the business is fourth, fifth, sixth, seventh on the list," she said.

Bainbridge said she saw how working for a corporation can affect family lives,

and that's part of the reason she started her business. "In our organization people can work from home, they can work from the lake," she said.

Sue Lindgren, owner of St. Louis Park-based business coaching firm Yess!, met Bainbridge through business associates several years ago.

"She has a great balance of business savvy

and care," Lindgren said.

Lindgren said she hasn't met many people who care as deeply as Bainbridge but can also strike the business deals she gets. "I think she has the individual's best interest whether it's mine or anyone else's, but she would hold your feet to the fire in either direction at the same time," Lindgren said.

The bottom line for Bainbridge is helping other women feel empowered to follow their dreams. She is a member of the Women Presidents' Organization and sits on the board of the Minnesota Women's Campaign Fund. She also was a founding member of the International Institute for Women Entrepreneurs at the College of St. Catherine.

She is writing a book and putting together an organization that helps women move beyond their fears. The book includes real-life examples of women who have faced their fears and pursued their dreams. She hopes to have the self-published book finished by the fourth quarter to be a platform for the start of her national organization, Women Without Fear.

"It bothers me when people don't fulfill what they should because they're afraid there are constraints," she said. "I think everyone should get up and love what they do."