

MVP SPOTLIGHT

Mike Truchon

Crestline

What is your title/role at Crestline?

I am Vice President of Sales and Customer Experience.

What do you like best about your company?

While many companies may say it, we really look at our associates as members of our extended family. We love to have fun and celebrate all of our accomplishments no matter how small they might be.

What is new & upcoming with your company?

I don't think this comes as any surprise but we are spending more and more time looking at our digital world and really taking a deep dive into our data. As a Direct Marketing company, data is our life blood.

Tell us something about you that most people may not know.

I actually am a musician and play the trumpet for different events in the area. Difficult to make a living doing that though.

If you could choose any profession other than your current one, what would it be?

A teacher

What is your favorite quote (movie/literary/personal)?

"You miss 100% of the shots you don't take." –Wayne Gretzky And lately I seem to be using "You're killing me Smalls." –Ham Porter

What is your passion?

My first answer is my family. Everything I do revolves around them in some way. I think I am passionate about work because I want this extended family to be successful as well.

What drives you?

I love celebrations. Get to where you need to be and then push on.