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How an entrepreneur comes to work with Richard Driehaus September 22, 2014 Print | Comments

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Daniel Weinfurter, CEO of GrowthPlay, which has teamed up with Driehaus Private Equity

How does a serial entrepreneur team up with a big name in the business world like Richard Driehaus and his little-known private-equity business?

This is a story about how networking works. Daniel Weinfurter created a firm, GrowthPlay LLC, to help companies beef up their sales departments. "It's an important function but not commonly taught in college or in business schools," he told me. It's not like Mr. Weinfurter, 57, is new to the business scene. He started Parsons Group, an accounting outsourcing firm, in 1995 and sold it seven years later for more than \$65 million. He's founded a few other companies along the way, written books, advised companies and offered advice to young people. For the GrowthPlay venture, he talked to Goldman Sachs executive Danny O'Shaughnessy about the idea. Mr. O'Shaughnessy, in turn, introduced Mr. Weinfurter to Craig Wortman, CEO of Sales Engine Inc. and a regular speaker at the Booth School of Business at the University of Chicago. Mr. Wortman liked the idea, too, and asked if Mr. Weinfurter had ever

met Mr. Driehaus. "I had obviously heard of Richard Driehaus, but that was it," Mr. Weinfurter said. Mr. Wortman arranged a meeting with Eli Boufis, managing director of Driehaus Private Equity. And the rest, as they say, is history. "During our tenure as investors, we continue to observe companies in various sectors and of various sizes struggle to build and sustain an effective sales organization," Mr. Boufis said in a statement announcing the partnership. "We believe that GrowthPlay will be one of the only firms in the market today that offers an integrated set of solutions to the revenue growth issue." Terms of Driehaus Private Equity's investment were not disclosed. Mr. Weinfurter, who has the title of CEO of GrowthPlay, has hired Chicago Bulls team psychologist Steve Julius and Amy Dordek, who worked with him at Capital H Group, a company Mr. Weinfurter founded in the early 2000s. She's also former board president of Meals on Wheels Chicago. Mr. Julius brings experience in consulting. Along with advising the Bulls, he founded Human Resource Consulting Group. Follow Shia on Twitter at @ShiaKapos.

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