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# From successful CEO to presidential hopeful

Michael Jingoizian runs one of Oregon's fastest-growing companies

Portland Business Journal - by [Matthew Kish](#) Business Journal staff writer

He wants to be the next president of the United States. He's even leading Rudy Giuliani in one online poll. Meet Michael Jingoizian, CEO of Portland-based **AngelVision Technologies Inc.**

Jingoizian is no ordinary politico. He's more Don **Quixote** with an entrepreneurial streak.

And he wants to ride that reputation to the White House, or more realistically, 5 percent of the Oregon vote. He's seeking the Libertarian nomination.

"There's a very viable campaign we're running here," Jingoizian said. "I know it sounds crazy."

The economic question is whether the campaign will gum up the works at Portland-based AngelVision, a company Jingoizian founded in 2001. AngelVision landed at No. 120 on the Inc. magazine list of the fastest-growing private companies in the nation this year, making it perhaps the second-fastest growing business in Oregon.

Only Corvallis-based **Korvis Automation Inc.** ranked higher.

AngelVision sells corporate documentaries -- Jingoizian calls them impact movies -- which are used as sales tools. Most are three minutes in length and cost around \$20,000. They're made with simple Flash technology.

The company has grown more than 1,400 percent since 2003, according to Inc.

Jingoizian expects sales around \$6 million this year and more than double that next year as long as he can find enough qualified people to hire.

Business consultants said the presidential campaign, which has yet to formally launch, will definitely raise Jingoizian's profile, but worried the move could backfire and disrupt AngelVision's business.

The campaign officially kicks off Nov. 24 with a rally in Portland.

"The danger is you're going to alienate a sector of your potential customer base who doesn't believe in your political philosophy," said David E. Johnson, CEO of Atlanta-based **Strategic Vision LLC**, a public relations consultant who works with small business.

Johnson has worked on several high-profile political campaigns, including Bob Dole's 1988 presidential effort.

"When businesses begin taking stands, people begin getting leery," Johnson said.

For Jingoian, there's also the question of his Libertarian platform, which some might consider extreme. Among the tenets: Stop prosecuting victimless crime, but prosecute the Bush administration for war crimes.

"When you take extreme views, people begin wondering what you're like to do business with," Johnson said. "That's another determinant from a business angle. If you appear too extreme, people won't consider doing business with you."

Jingoian doubts his political beliefs will scare off potential customers. In fact, he argues the opposite.

Because his customers are largely small businesses, he predicts they'll be attracted to his pro-business philosophy.

And he insists the campaign isn't a publicity stunt.

"Most [of our customers] are entrepreneurs," Jingoian said. "[They're] Libertarian in their thinking. They don't trust government."

Some agreed that the campaign could be a masterful branding exercise.

"Businesspeople are afraid to stand out," said Tsufit, a Toronto-based business consultant who goes only by one name. She is author of the soon-to-be-released book "Step Into the Spotlight: 'Cause All Business is Show Business!", which challenges entrepreneurs to take risks.

"It's better to take a stand, whether customers like it or not, because at least people know where you stand," she said.

Oprah's stance on cattle didn't hurt her marketability, she argued. Rather, it lifted her image.

Jingoian has filed the necessary paperwork with the Federal Election Commission to run for president, but has yet to raise a dime, said the federal agency.

He wants to raise \$5 million to \$10 million -- not even a fraction of the amount each major candidate expects to raise -- and says that's enough to run a campaign. He doesn't plan on purchasing expensive TV advertising. Rather, he wants to run a more frugal Internet and word-of-mouth campaign.

Despite the lack of funds, Jingoian calls himself the "strong front-runner" for the Libertarian party's nomination.

"I'm way ahead," he said.

Whether his political chops pass muster, his business skills have already passed the test.

Jingoian says AngelVision mimics the FedEx mold: "Do one thing and do it extraordinarily well."

Marketing experts who reviewed AngelVision's work said it's professional-grade, but also entry-level. Similar Flash movies with more bells and whistles can easily cost \$50,000.

Nonetheless, one marketing expert said there's a solid market for what Jingoian's selling.

"A demo is a very effective, proven method of selling things," said Greg Tozian, vice president of strategic planning at the Portland-based **Overland Agency Inc.**, which also produces digital and

interactive content. "Flash demos have been around for years. They're not going anywhere."

As for Jingoian, while he remains confident he can secure the Libertarian nomination, he recognizes a limo trip down Pennsylvania Avenue is probably out of the question.

"What we're trying to do is get 5 [percent] to 7 percent of the vote," Jingoian said. "There are intelligent people who believe the two-party system is broken. [We want to ] open the door for more choice."

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