

Louisville

The 23rd Annual Best of Louisville Awards

Digital Age Entrepreneur

Merrily Orsini

The five Louisville-based employees of the marketing agency Corecubed meet face-to-face just once every month or two. "They would like to do it more often because I make them breakfast," says founder and managing director Merrily Orsini, who runs the agency out of her home with a backyard view of Goose Creek. But most of Corecubed's agenda gets set during twice-weekly teleconferences connecting the local staff with four other employees living in Maryland, Kansas, Illinois and Colorado. Even the administrative assistant is far distant, handling excess communications and juggling schedules via satellite from remote Earleville, Md. Orsini has never met her in person.

After she sold her home-health care business, ElderCare Solutions, in 1996, Orsini hit upon the idea of working from remote locations to provide marketing, public relations and web-site design for customers anywhere within technology's reach. "It's the concept of a virtual corporation — anyone can work

from anywhere and provide business support services," says the 61-year-old entrepreneur. In business since 1998, Corecubed has served a variety of clients, mainly in health-care fields. Its latest innovation: a turnkey marketing program for home-health care businesses that guides them through direct mail and e-mail blitzes, organized around a new theme each month, to attract customers. Launched in October, the program has already been sold to 20 companies in several states and aims for 60 by year's end.

Orsini has learned that strategic marketing can happen any place at any time. Corecubed was named in March by *Working Mother* magazine as one of 2008's best women-owned companies. All of the firm's employees are women; some are moms and each is able to maintain a flexible schedule in whatever location best suits her. Orsini herself has networked with clients from places as remote as the Czech Republic, China and Rwanda. "It's not just sitting in my downstairs room," she says. "It's working from wherever I am in the world."



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