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On a Roll

PointRoll Gets Creative with Six Sigma

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Corporate Leadership Profile On a Roll By Jamie Friddle

PointRoll grew from 29 to 201 employees in three years and annually serves billions of rich media ads. When errors and missed deadlines mounted, the pioneer in online advertising turned to Six Sigma. Since January 2007, the small company has trained eight employees and started projects in creative services and production engineering. PointRoll sees Six Sigma as a top priority in terms of differentiating itself from its competition and driving its leadership position.

