



TAMPA BAY Business Journal

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Executive Profile

★ Jimmy St. Louis: Give one minute more each day

Premium content from Tampa Bay Business Journal

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Who am I?

Name: Jimmy St. Louis

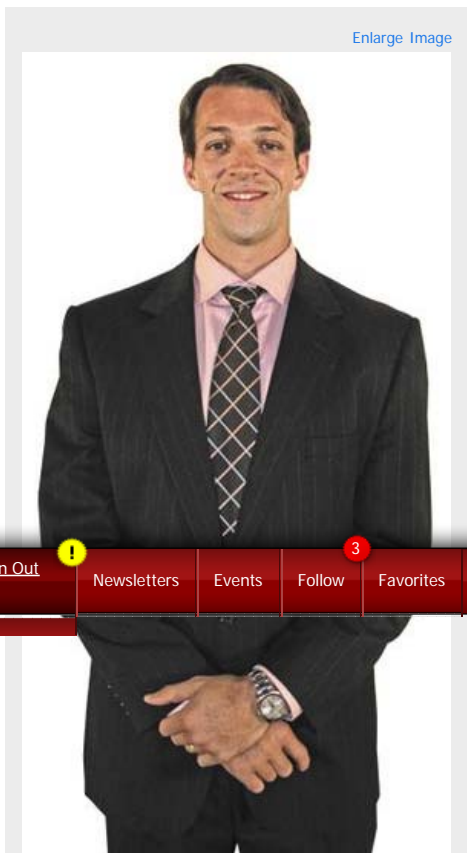
Title and company: Chief operations officer, [Laser Spine Institute](#)

Years with the company: Five

Years in Tampa Bay: Five

Nature of business: Health care

Education: MBA, masters in finance and masters in telecommunications from Murray State University, and project management professional certification from [Villanova University](#)



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Alexis Muellner
Jimmy St. Louis

fortunate to experience a wide array of places. I was born in Texas and have resided in 10 states. What I consider my hometown is Cullman, Ala., a small city that evolved around athletics.

Tips of the trade

How do you organize your workday? I

wake up around 4:30 a.m. and spend 30 minutes organizing and getting ready for the day before heading to the gym. I arrive to work about 7 a.m. to check emails and get briefed on duties for the day, including

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prepping for meetings and making priority phone calls. Around 9 a.m., I review our reporting to gain a general sense of the state of our business. The rest of the day is spent collaborating on strategy to improve and accelerate the business with partners and teammates.

How do you manage the information flow?

We use a series of dashboard reporting that allows us to assess each portion of our business. This includes specific data for patient satisfaction, quality of care statistics, customer service, marketing, operations, etc. In addition, I have a series of organizational tactics within Outlook that flags priorities.

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Where is the best source for new ideas?

The best source for new ideas is the people who surround us. Networking and creating meaningful relationships is the key to staying current and formulating new ideas, which is truly powerful.

How do you measure your own success?

Personal success in my career is measured by the success of our company from an employee satisfaction perspective, as well as from a performance perspective. My personal success is portrayed in the joy I share with my wife and family.

Who is a mentor and why?

My partners, **Bill Horne**, our CEO; **Bob Grammen**, one of our board members; and **Dotty Bollinger**, chief medical operations officer, have been tremendous mentors for me. These individuals guide me by sharing their experience, talking through business challenges and offering insight on key areas of our business, including our people and operations.

Background check

What was your first paid job? My first job was playing professional football with the Tennessee Titans. My first nonathletic job was a college internship with [Northwestern Mutual](#)



What is your favorite activity with your family? Vacationing both nationally and internationally with my wife and family

If you could have dinner with one person you've never met, who would it be and why? **Dean Karnazes**, "UltraMarathon Man," because of his intense work ethic, desire to be the best, commitment to achieving what some may call humanly impossible and constant need to challenge himself.

Who are your heroes in the business world and why? **Keith Ferrazzi**, author of "Never Eat Alone," and **Jack Welch**, former chairman and CEO of GE. Keith's perspective has taught me the value of partnerships and friendships. **Jack Welch** has strong principles and is a constant innovator.

What do you read for business and for pleasure? For business, I enjoy management, economics, and process and strategy books that include "Freakonomics," "Strategy Maps," "Balanced Scorecard," "Winning," "Tipping Point" and "Blue Ocean Strategy." For pleasure, I enjoy books about personal character and family such as "Uncommon" by **Tony Dungy**.

Married for over two years with a baby on the way, I'm learning, slowly but surely, how to be a strong husband and father, which is exciting.

Words to the wise

What advice would you give to someone starting out in your field? Be a constant student, never stop learning, understand that personalities in this field make the industry tick

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and always believe that what worked yesterday may not work today. When you don't want to get up, get up anyway because one extra minute of attention a day is six extra hours of effort and advantage you can gain each year.

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