

ALUMNI BUSINESS SPOTLIGHT



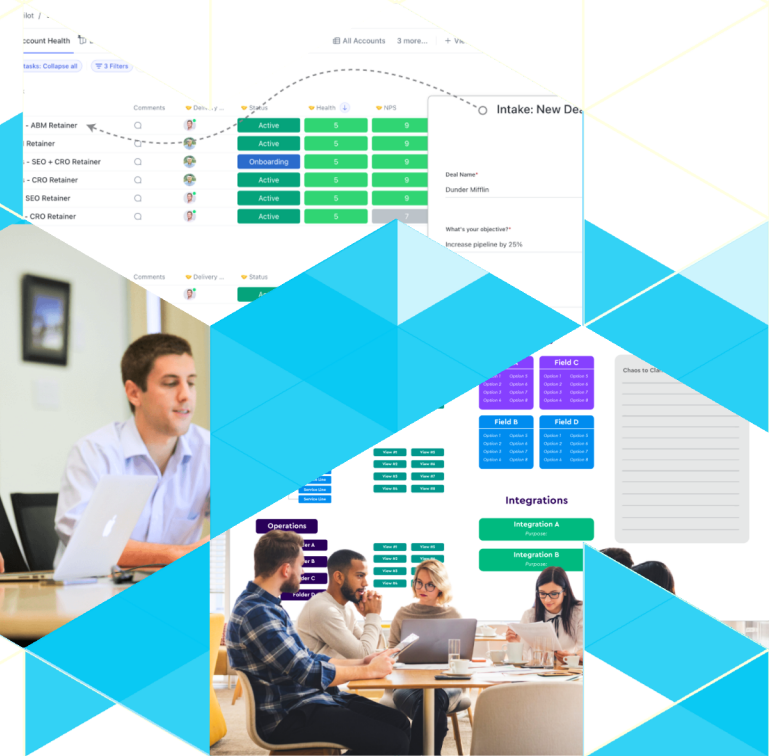
About Zenpilot

ZenPilot helps agencies build more productive, profitable, and healthy teams. With ZenPilot's guidance, teams have been able to fix their systems, processes, and project management, turning chaos into clarity. ZenPilot guides their clients by following a proven five-step methodology, ultimately streamlining operations and delivering big results.

A Brief History

Gray MacKenzie '11 discovered his passion for content marketing while helping build the brand of Grove City's lacrosse team. Using skills learned from entrepreneurship classes with professors Tim Sweet '85 and Yvonne English '97, Gray and Andrew Dymski '11 created a team website and developed an online presence. This culminated in the team getting the chance to play at the national level.

Gray and Andrew chose to continue content marketing after graduation. Together, they launched their marketing agency, GuavaBox, in 2011. While working with their new clients, Gray and Andrew realized the necessity of project management software.



Gray and Andrew initially built and sold their own software, called DoInbound, however, they soon realized that their customers didn't need a new tool; they needed help with their processes. ZenPilot grew out of the mission to help other business owners utilize software to keep their teams organized and on task. Since 2018, ZenPilot has partnered with ClickUp, a top project management software, to offer consulting and aid in the implementation process. The company targets client service and marketing agencies, leveraging an eight-year reputation in the space. They serve over 3,100 clients and are the largest and highest-rated solutions partner for ClickUp.

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