

# it's all about the e's

ANOTHER IN A SERIES OF PROFILES OF LEXINGTON'S OUTSTANDING ENTREPRENEURS

## Morphing to "xMinimus", Local Entrepreneurial Company Expends its Capabilities, Worldwide

By Gina Greathouse and Pat Powell

When one meets Winchel "Todd" Vincent (the third), one immediately senses a dichotomy: he's seemingly laid-back, he's casually dressed, and his self-deprecating humor is a delight. But – make no mistake – this 40-year old lawyer, with an amazing international resume, heads up a Lexington-based information technology company well known and well respected for innovatively pushing the IT envelope for public and private organizations – worldwide.

Vincent grew up in Lexington. In fact, he attended Community Montessori School where his son is now enrolled. He graduated from Bates Creek High, majored in political science at the University of Kentucky, then was selected to be an exchange student at the University of Heidelberg in Germany – where he earned his undergraduate degree from UK, and subsequently completed 1/6 of a German law degree before returning stateside. Todd's American law degree (with honors) is from Georgia State University in Atlanta, but, he notes "I never practiced law." Instead, he started his first tech company, received state grant funding for an electronic court filing project, and founded what is now an international standards organization (OASIS Legal XML).

Twelve years beyond law school and immersed in software development – Vincent acknowledges that his "sweet spot", career-wise, is to design and develop custom software – and to do so in a way which transcends traditional development methodologies. Indeed, Vincent has three issued patents and five pending patents. One of his favorites is called "Minimal XML" a technology that inspired xMINIMUS – the soon to be official brand name of his ten year old company.

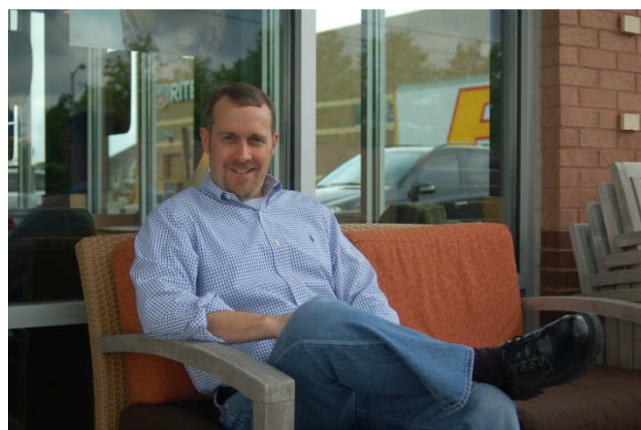
What is it exactly that he does? "You may have heard of 'intentional programming,'" says Vincent, "It's similar to that."

(Huh???)

"To put it in business terms," Vincent smiles, "We have developed a framework of technologies that minimize budgets, timelines, challenges and risks for organizations that have complex business processes and data exchange needs." Vincent added, "If you have ever had, or heard of someone who had, software system designed and

developed and it didn't come back the way they expected it (or didn't work at all), our technologies help to overcome or mitigate that problem."

Here in Lexington – his company is practically virtual, with minimal office space and workers in Lexington and around the country and globe. "We are presently a 23-person virtual company with a handful of people here in Lexington and most of our clients in California. We are slowly bringing more jobs to the Bluegrass and hope to continue that trend."



From Lexington, to Heidelberg, to Atlanta, to Sydney and finally home to the Bluegrass – Todd Vincent's career path has certainly filled more than one international passport. What's next? "My professional passion is developing software. I'm working toward the day when I no longer need to be the hunter – gatherer of business, and can devote my energies to my family, exercise, and generating code that makes the world go round," he smiled.

Will this young entrepreneur realize his dream? If past performance is any indicator – the answer to the query is YES – and probably very soon!



**> If you know of other entrepreneurial, e-type ventures in the Lexington area that deserve to be featured in this series, please email Gina Greathouse at [ggreathouse@commercelexington.com](mailto:ggreathouse@commercelexington.com).**

*Gina Greathouse of Commerce Lexington and Pat Powell of UK's Innovation and Commercialization Center collaborate as members of the Bluegrass Business Development Partnership to promote and support new and existing businesses in Central Kentucky. Contact them at (859)225-5005.*