

IN THE NEWS *Stroll*

	Corp! Magazine	Collaborate or Die: Open up Your Workplace & Grow	Feb 7, 2013
	Smart Business Philadelphia	How Dan Roitman keeps the wheels of innovation and entrepreneurship turning at Stroll LLC	Feb 1, 2013
	Philadelphia Daily News	Talking Small Biz: Stroll down language lane yields profits	Feb 1, 2013
	RIS News	Uncovering the Key to Sales Growth	Jan 28, 2013
	Chief Executive	Appraising Performance Appraisals	Jan 22, 2013
	Idea Mensch	Dan Roitman – Founder and CEO of Stroll	Dec 21, 2012
	Practical eCommerce	Lessons Learned: Licensing a Language Platform Is Ecommerce Success	Dec 11, 2012
Examiner. com	Dorm room entrepreneur creates hypergrowth business	Dec 7, 2012	

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	PBJ.com	<p>The region's fastest-growing private companies: The Philadelphia 100</p> <p>See the Slide Show.</p>	Dec 7, 2012
	Business Info Guide	<p>Entrepreneur Interview: Dan Roitman, Stroll</p> <p>There have been many turning points in Stroll's twelve year history. Perhaps the most dramatic was when Ajay Segal joined the company. Before bringing Ajay on board, I was solely responsible for the vision, strategy, and execution of the business. Read more.</p>	Dec 5, 2012
	Multichannel Merchant	<p>Putting Customer Lifetime Value to Work for Your Company</p> <p>Is your marketing campaign focusing solely on dollars spent versus dollars earned? If so, you could be leaving out a very important part of your business plan: the customer lifetime value. Here are a few tips... Read more.</p>	Dec 4, 2012
	Philadelphia Business Journal	<p>Fastest-growing privately held companies</p> <p>Read more.</p>	Nov 2, 2012
	Direct Marketing News	<p>Mad Skills: The talented 2012 Direct Marketing News 40 Under 40 have them in spades</p> <p>Lester Wunderman cofounded Wunderman, Ricotta & Kline in 1958. He was 38. Nine years later he coined the term direct marketing. It was a strategy he had been employing for customers since the late 1940s.</p> <p>Fast forward to 2012, when 40 of the marketing... Read more.</p>	Nov 1, 2012
	Chief Executive	<p>Human Capital: Achieving Alignment</p> <p>This Article is available in print only.</p>	Nov 1, 2012
	Sramana Mitra	<p>Bootstrapping a \$40M Niche E-Commerce Business: Stroll CEO Dan Roitman (Part 1)</p> <p>Interview with Dan Roitman, the founder and chief executive officer of Stroll, an Internet retailer of lifestyle information products. Dan founded Stroll in 2000 while a senior in college and has led the firm from startup to present. Read more.</p>	Oct 18, 2012
	Forbes	<p>100 Founders Share Their Top "Aha" Moments — Guess How Many Jobs They've Created So Far?</p> <p>100 entrepreneurs share the pivotal moments that set the direction for their companies and for their entrepreneurial careers. Find out how.</p>	Oct 16, 2012



PBJ.com

Phila.-area firms on the Inc. 5000 list: Slideshow

Find Stroll on Slide 70. [Watch the Slide Show.](#)

Oct 5, 2012



Internet
Retailer

Stay Put: With the effort it takes to find good employees, e-retailers are working harder to keep them.

When the phone on the desk of an e-commerce professional rings, there's a fair likelihood that the caller is a recruiter intent on feeling him out about another job. E-commerce professionals contacted for this story, all of whom asked to remain anonymous about their job hunting habits, say they typically get recruiter calls at least once a week, if not more. [Read more.](#)

Oct 3, 2012



MO.com

"My advice, if you want a growth business, is to concentrate on optimization and surround yourself with high-energy, analytical people who share your desire to get big quickly."

Daniel M. Roitman, the Founder and Chief Executive Officer of Stroll, is responsible for the broad corporate vision, the Company's intense commitment to analytics and optimization, and overall execution. Dan founded Stroll in 2000 while a senior in college and has led the firm from startup to its present status as one of the leading internet retailers of educational products. [Read more.](#)

Sept 5, 2012



Bank of
America
Business
Perspec-
tives

Taking Financials to the Next Level: When Is It Time for a CFO?

It might be a financial "surprise" in the form of a bank notice, tax penalty or unusual financial statement. Sometimes it's a nudge from a venture capitalist or other outside investor. Maybe it's simply the dawning realization that your revenues have reached a point where financial management is no longer just another of the many hats you can wear. [Read more.](#)

Sept 1, 2012



Philadelphia
Business
Journal

Good stuff on the Web today

Our crack Digital Content Editor Frank Devlin put together a great photo gallery of the cars CEOs around the area drive. Lexus is represented. So is BMW and Audi. But my favorite is from Dan Roitman, CEO of Stroll. [Read more.](#)

Aug 27, 2012



Executive
Leaders
Radio

Executive Leaders Radio webcast

Dan Roitman, Founder and CEO at Stroll first appeared on Executive Leaders Radio on August 24, 2012. Executive Leaders Radio is dedicated to honoring individuals who have risen to leadership roles through hard work and dedication. [Watch the Video.](#)

Aug 24, 2012

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	<p>Management Today</p>	<p>Sprinting and Learning It can be risky to base a new business on a single concept. But for Dan Roitman, the founder and CEO of Stroll, the risk was worth it. Read more.</p>	<p>July 24, 2012</p>
	<p>The New York Times</p>	<p>10 Paths to a More Fluent Vacation One of the pleasures of travel is being able to speak the language of the place you're visiting — or at least say “hello” and “where’s the bathroom?” Whatever your budget or destination, there is a program to help you feel less like a tourist. Read more.</p>	<p>July 24, 2012</p>
	<p>Technically Philly</p>	<p>Stroll: Center City ecommerce shop has nearly 200 employees Center City-based ecommerce company Stroll is growing fast. The firm, led by University of Maryland grad Dan Roitman, now employs 170 people. Read more.</p>	<p>July 10, 2012</p>
	<p>Knoxville News Sentinel</p>	<p>The Ride: Dorm-room start-ups that last Established dorm-room entrepreneurs might know something about survival. Fred Meyers, the 1982 founder and owner of The Queensboro Shirt Company in Wilmington, N.C., and Dan Roitman, the 2000 founder of the e-commerce Stroll LLC in Philadelphia, Pa., started during college. Read more.</p>	<p>July 8, 2012</p>
	<p>Philadelphia Business Journal</p>	<p>CEO File: ‘Dream big, act humble and help others.’ The Philadelphia Business Journal Executive Profile of Dan Roitman of Stroll. Read more.</p>	<p>July 6, 2012</p>
<p>WNEW 99.1</p>	<p>Small Business Reports: Interview with Dan Roitman (Radio interview, no longer available)</p>		<p>June 26, 2012</p>
	<p>Philly.com</p>	<p>Entrepreneur of the Year awards include CEOs of Monetate, Synthes Last week, the 2012 picks for Greater Philadelphia were announced for the following categories at an event at the Convention Center. Read more.</p>	<p>June 25, 2012</p>
	<p>Technically Philly</p>	<p>Friday Tech Links ...New Hypergrowth Blog Teaches Entrepreneurs How to Supercharge Business Growth [Businesswire] “Every day, every entrepreneur is faced with one question above all others: How do I increase the pace of my company’s growth? Dan Roitman has the answers, and now... Read more.</p>	<p>June 6, 2012</p>

IN THE NEWS *Stroll*



SmartCEO Magazine

Don't Shoot the Messenger

At some point or another, every CEO must have a tough conversation with his or her team. Sometimes, it's breaking bad news. Other times, it's simply communicating a big change. Whatever the situation, as the face of the company, the CEO is ultimately responsible for... [Read more.](#)

June 1, 2012



1to1 Magazine

The Talent Gap Is a Big Problem for Big Data

The advent of Big Data has amplified the need for organizations to hire analysts who can think both analytically and strategically—but with current shortage of analytics talent, doing so will only get harder. [Read more.](#)

May 14, 2012



The Philadelphia Inquirer

Stroll masters the language of marketing

Dan Roitman's company is called Stroll, a most ill-fitting name. From a growth perspective at least, Stroll's evolution has been anything but a leisurely pace. [Read more.](#)

May 7, 2012



Philly.com

Stroll sprints to keep its marketing machine growing (video)

[Watch the Video.](#)

May 7, 2012



Investor's Business Daily

Smart Tweaks Make Firms Razor Sharp

Little innovations pack powerful heat. Take Gillette. In 1971, the razor maker that's now owned by Procter & Gamble (PG) cut the competition by simply adding a second blade. That meant a closer shave, which led to larger market share. Lesson: Think slight to gain might. "Small changes, incrementally, over time eventually lead to big results," said Dan Roitman, founder and CEO of Stroll. ... [Read more.](#)

Apr 24, 2012

TLNT

From Startup to Small Business: Five HR Must-Haves

Congratulations, you've done it! You started with an idea, launched a company, and now your product or service is selling well. It's time to grow. But as you know, growing a business isn't simple. [Read more.](#)

Apr 18, 2012



Tech Startup Jobs

From Startup to Small Business: Five HR Must-Haves

Congratulations, you've done it! You started with an idea, launched a company, and now your product or service is selling well. It's time to grow. But as you know, growing a business isn't simple. [Read more.](#)

Apr 16, 2012



Software Advice

From Startup to Small Business: Five HR Must-Haves

Congratulations, you've done it! You started with an idea, launched a company, and now your product or service is selling well. It's time to grow. But as you know, growing a business isn't simple. [Read more.](#)

Apr 13, 2012

IN THE NEWS *Stroll*



CEO
IntroNet

Spotlight Profile: Dan Roitman (Video)

[Watch the Video.](#)

Apr 2, 2012



CEO
IntroNet

CEO Roundtable: How leveraging relationships has helped your fast-growing business (Video)

[Watch the Video.](#)

Apr 2, 2012

Merger-
market

Stroll interested in private equity talks as it plans a buy, CEO says

Article available in print only

Mar 30, 2012



Flying Kite

Learning the language of growth: Stroll in Center City hiring up to five every week

Who would think that a 33-minute online promotional video could be so effective? Stroll, the sole licensee for consumer sales of the audio language learning Pimsleur Approach and producer of the animated pitch, is growing at a phenomenal clip. “We grow in one month the way most companies grow in a year,” says Dan Roitman, founder and CEO of Stroll. [Read more.](#)

Mar 20, 2012