



Colorado Companies to Watch Launches the Power of the Peer-to-Peer Alliance Network

Focusing on Small, Intimate, Intentional Conversations throughout Industry and State

Denver, Colorado, March 4, 2021 – Colorado Companies to Watch (CCTW) Alumni companies are responsible for Colorado's largest employment growth. CCTW along with its Corporate Partners and Economic Developers & Supporting Partners (EDSP) acknowledge the significance of how important these businesses are to the economy of our state.

CCTW recognizes 50 2nd stage companies each year for their contributions to Colorado's economy. 2nd stage companies are responsible for employing 40% of Colorado's workforce. Historically known as an annual recognition award program, it is now expanding its vision to further cultivate the growth of these 2nd stage companies across Colorado, by building its virtual Peer-to-Peer Alliance Network. With the help and support of its Corporate Partners and EDSP, it will provide resources for growth to its Alumni community. The 600 Alumni companies will be invited to join this exclusive community.

"Colorado Companies to Watch has provided unprecedented opportunities for our company to network, to learn from other companies, and to eventually sell our business. We were nominated by our local Castle Rock Economic Development Council, and then met our investment bankers which led to an eventual sale of our company to a Public Company. It's been an amazing experience to be part of the CCTW eco-system, and we have loved our interactions at every level. We were honored to be a Winner of Colorado Companies to Watch in 2020", says Matt Frary, Former CEO/Co-Founder of SmarterChaos.com (2020 Winner), EVP of Brand Strategy at Digital Media Solutions.

CCTW will be providing Peer-to-Peer connectivity through three primary 2021 initiatives:

- Connecting all 600 Companies in its private LinkedIn Group
- Introducing the Peer-to-Peer Alliance Network that will provide robust data driving Alumni collaboration
- CCTW Professional Development Series & Networking Events

Giving back to the community defines a CCTW Award Winner. To perpetuate the mission of supporting our communities, CCTW is thrilled to announce its partnership with the Arrupe Jesuit High School's Corporate Work Study Program. Several of their talented young students who desire to improve their professional skills, are being asked to help conduct CCTW's individual outreach to Alumni. CCTW believes in the investment in our future workforce and the value these exceptionally talented and motivated young people can bring to any company.

“Perhaps the most critical initiative at CCTW is our Alumni Outreach program. We believe that there is tremendous, largely untapped potential to energize the network of the 600 companies who have been recognized as recipients of the Colorado Companies to Watch award. The work underway will ensure that we are effectively facilitating communication and collaboration among the leading companies in our state.”, noted David Armitage, Chair of the CCTW Innovation Committee and Founder of Cartasite (2015 Winner).

On March 17th at 8:00a.m. CCTW will hold its first ever Town Hall. Our 600 Winning Alumni companies, Corporate Partners, Economic Developers & Supporting Partners from across Colorado will be in attendance. The Town Hall discussion will cover the scope of new initiatives for the organization. **This event is open to the public.** [Join us](#) to learn more.

For those who wish to join this extraordinary network, it’s not too late. CCTW is accepting award nominations and applications now! Visit www.coloradocompaniestowatch.org now to learn more.

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