

E2 Optics' close-knit team pays off in construction

The company ranked No. 2 for the Denver Business Journal's 2016 Small Business Awards among companies with 46-75 employees.

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For E2 Optics of Arapahoe County, handling sophisticated, high-tech construction projects nationwide as a fiber optic cable installer is women's work.

The company's jobs range from designing and building a copper/fiber solution for a large internet service provider's 250,000-square-foot data center to installing a U.S. Department of Defense paging system in a highly secure data center.



At their new corporate headquarters, left to right, Eric Hillila, vice president; Casey...[more](#)

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“[Kristi Alford](#) started the company because she felt there weren’t enough women doing this kind of thing — operating a technology construction company,” said [Dawn Hart](#), E2 Optics’ human resources manager. Alford, who launched E2 Optics in 2008, also is president and CEO.

E2 Optics separates itself from the competition by being technologically advanced itself and “very entrepreneur driven,” according to Hart. The company also strives to do high- quality work and provide top-notch service.

Those attributes have driven burgeoning E2 Optics’ growth in recent years. “Our growth is purely organic. ... With the increase in construction work, we’ve had the opportunity to get jobs because of our quality and customer service,” Hart said. “Customers come back to us.”

The company has been able to grow partly because of its talented work force, which is nurtured by E2 Optics’ corporate culture. The business has a family-first philosophy, according to Hart, whereby employees care for each other.

“Someone will cook dinner for somebody else who’s had surgery. ... Kristi treats us like we’re all cousins, aunts and uncles,” said Hart. “And our culture is very open door; people are encouraged to talk to each other.”

E2 Optics LLC

No. of employees: 69 (as of March 1, 2015)

Revenue growth: From \$5.33 million to \$35.24 million; 561.86 percent

Top local executive: [Kristi Alford](#), president and CEO

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