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**Sposto Interactive brings in a “Zinger” of a coach**

Small interactive agency adjusts to company growth with an unusual hire.

KUTZTOWN, PA– Sposto Interactive faced a “pleasant problem” in 2006. The small interactive communications agency (a “best kept secret” serving national and international corporations) began to experience rapid growth in both new and existing business. This meant that the award-winning creative firm had to more than double its number of employees in just a few months.

James and Caroline Sposto, co-owners of SI, knew that with such rapid growth would come some growing pains. So they went looking for a business consultant with some advice on how to adjust. Rather than look within their industry, they ended up hiring a hair designer who had never so much as read an e-mail in his life.

“We needed a fresh perspective,” explains Caroline Sposto. “This is a young industry, and we wanted someone who would add not only a professional component, but a generational one as well.”

John Zinger, a former “Hairdresser of the Year,” became SI’s Creative Culture Director in August 2006.

Though the 63-year-old spent most of his career in the hair design industry, Zinger brings a wealth of experience, not to mention his unique personality, to SI’s dynamic and growing team. He is the former owner of Zinger Collage, which was named “International Salon of the Year” in 1982, and he spent the past 25 years consulting for a number of beauty industry manufacturers and business professionals. He is also an inventor, an interior design consultant, an international educator, a public speaking and presentation coach, and overall idea machine.

The Spostos couldn’t be happier.

“He not only gives us valuable suggestions and insights, but he also reminds us when to lighten up when we should,” Caroline Sposto says.

Zinger, with his animated features and energetic manner, has coached the SI in their daily operations and introduced new processes to help them grow successfully.

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“I had to get Jim and Carol to think in a big company mindset,” Zinger says, eyebrows wiggling as they often do when he makes an important point. “In ways they were still operating as if they were just starting out. Things that are important when you’re a small business can become less important when you begin to grow as a company.”

Zinger offers classes in leadership and managerial skills, helping managers to become “mentors not tormentors,” he says. He also began implementing systems to reduce stress in SI’s workplace, allowing employees to be more effective.

“Everyone has to be comfortable in what they do in order to be creative,” he says. “Creativity comes from knowing your job so well that you are free to think outside the box.”

Zinger, or “Zing” as he is often known, then focused on the higher-ups at the agency.

“Owners often complain that they are forced to wear too many hats,” he says. “I try and put middle management in a position that allows the owners to step back and see their business from a different angle.”

Middle management now has greater responsibility and the Spostos have time to see their company as a tool, one that could be used in multiple facets and not solely as an interactive communications firm. As a result, Carol and Jim initiated two SI subsidiaries, SpostoLife and SpostoLab.

SpostoLife is the philanthropic arm of SI, providing pro bono work, charitable contributions and volunteer time to select organizations. SpostoLab is a place where innovation, serendipity, ideation and discovery (things the SI team do every day) coalesce into useful technologies, marketable products and original creative works.

Along with his main consultation responsibilities, Zinger will be a mainstay in future SpostoLife and SpostoLab endeavors, where his experience working in a philanthropic capacity and his inventive mind will be well served.

“It’s really easy to seem smart as a consultant or mentor when your protégé really wants to learn and grow,” he says. “It’s funny, if I do my job well, I’m out of a job. And I don’t want to leave. I like it here.”



Sposto Interactive is an interactive communications firm specializing in the creation of unique and powerful online user experiences. Since 1996, SI has provided select national and global organizations with interactive marketing and branding solutions.

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