

Boston Business Journal

August 29 - September 4, 2008 Vol. 28, No. 31

BostonBusinessJournal.com

©2008 Boston Business Journal. All rights reserved \$3.50

People

OUTSIDE THE BOX

Gretchen Fox Moving picture

As president of Fox RPM Corp., Gretchen Fox organizes large moves for a living. Next month Fox will celebrate 20 years of moving law firms, biotech companies and financial services companies from place to place. Fox started her company out of her Lexington home in 1988 and has grown the business to include five offices and 60 employees. She recently discussed her job, favorite sushi restaurants and the men in her life with Boston Business Journal reporter Michelle Hillman.

Definition of a good day?

One in which I have the ability to focus for more than 10 minutes on a single issue. There's so much happening all the time, it's hard to grab enough time to really focus on the things that are less day-to-day.

Toughest business decision?

After having a relatively slow period, I finally accepted the advice of others and conducted our first ever staff reduction. (She laid off five people in January.)

Traits that give you a competitive edge?

I'm open to new ideas and I'm really always looking for new ideas. I'm also a very good delegator. I think I expect very high quality and I generally think I get it but I'm not a micromanager. I've created an environment of trust and openness.

Single largest move?

PricewaterhouseCoopers — over 2,000 peo-

ple in one weekend.

Pet peeve?

I have a major one: lack of consideration of others. I have a minor one, too: people who take themselves too seriously.

Most influential book?

"The Selfish Gene" by Richard Dawkins.

Three greatest passions?

Family, designing and building a new house in West Falmouth and — extremely important and much more important than the house — I'm much more committed to building affordable housing for disabled adults. (Fox's son, Fleming Fox, has Down syndrome and lives in a group home in Brookline).

Favorite restaurant?

I have three because — I'm embarrassed to say — we eat out a lot: Uni Sashimi Bar and Restaurant, Oishii and Abe & Louie's.

HIGHLIGHTS ON FOX

Title: Founder and president, Fox RPM Corp.

Age: 60

Education: Attended Randolph Macon Women's College in Lynchburg, Va.; Master of Business Administration, Simmons College, 1987

Residence: Back Bay

Motto?

It's basically from "Alice and Wonderland": If you don't know where you're going, any road will do.

What's the most unusual thing you've moved?

(We moved) 2.3 million fruit flies. As far as we know they all arrived alive.



W. MARC BERNSAU / BUSINESS JOURNAL