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PARTNERS

Paul Burck,
Founder and President
at Orion Registrar, Inc.

SUCCESSFUL LEADERS

IN THE TIC INDUSTRY

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FOUNDER AND PRESIDENT
AT ORION REGISTRAR, INC.

Breaking barriers and sharing his inspiring journey, Paul Burck, founder and President of Orion Registrar, Inc. (Orion), takes center stage as he reflects on his remarkable career in the TIC industry and offers invaluable insights into his approach to leadership, overcoming challenges, and finding success.

CAN YOU TELL US ABOUT YOUR BACKGROUND AND HOW YOU GOT STARTED IN THE TIC SECTOR?

Well, my journey into the TIC sector began with a rather unexpected turn. After college, I took a leap into nuclear power plant construction, immersing myself in the intricacies of the industry for a couple of years. But it was during my 12-year tenure in operations at a different nuclear plant that I truly found my passion for inspection, testing, and quality. The unique environment of the plant, which also served as a demonstration facility, provided invaluable learning opportunities that laid the foundation for my future endeavors in the TIC sector.



CAN YOU SHARE WITH US A SPECIFIC PROJECT OR ACCOMPLISHMENT THAT YOU ARE PARTICULARLY PROUD OF AND WHY?

One accomplishment that fills me with immense pride is the founding of Orion. With no connections and limited resources, my wife and I embarked on a journey to create a certification body that would set new standards of excellence. It was a daunting task, but we were determined to deliver exceptional service. Over the course of 28 years, we transformed Orion Registrar, Inc. into a respected mid-sized company with a broad range of offerings covering 16 different standards. We even expanded internationally, with franchises in Canada, Mexico, and Korea. It was a testament to our unwavering commitment to integrity and quality, values that became the cornerstone of our success.



FROM HUMBLE BEGINNINGS WITH ONE LEAD AND NO CONNECTIONS, PAUL AND HIS WIFE BUILT ORION INTO A SUCCESSFUL CERTIFICATION BODY. WITH A COMMITMENT TO EXCEPTIONAL CUSTOMER SERVICE AND A STRAIGHTFORWARD APPROACH, THEY EXPANDED THEIR OPERATIONS TO FRANCHISES IN CANADA, MEXICO, AND KOREA.

CAN YOU SPEAK TO THE BIGGEST CHALLENGES YOU HAVE FACED IN YOUR CAREER AND HOW YOU OVERCAME THEM?

Starting a business from scratch presented numerous challenges, particularly in terms of cash flow. In the early days, it was a constant struggle to manage finances. I vividly remember mortgaging our house multiple times to fund necessary expansions. But we persevered, knowing that these investments were essential for growth. Marketing was also a significant hurdle for me, as my background leaned more toward the technical side. However, through a continuous learning process, reading books, attending trade shows, and building relationships, I gradually developed the skills to overcome these challenges. Orion Registrar, Inc. became known for its exceptional customer service and straightforward approach, which formed the bedrock of our strong customer relationships.

WHAT IS YOUR APPROACH TO LEADERSHIP AND TEAM MANAGEMENT?

My approach to leadership centers around empowering my team members. I firmly believe in investing in their development by providing comprehensive training and guidance. Once they possess the necessary skills and understanding, I grant them the authority and autonomy to excel in their roles. It's about fostering an environment where individuals feel a sense of ownership and have the freedom to contribute their best. By encouraging their growth and giving them the tools they need, I've seen remarkable results and built a team that shares my vision.

HOW DO YOU PRIORITIZE AND MANAGE YOUR WORKLOAD TO ENSURE SUCCESS?

To ensure success, I adopt an informal yet structured approach to prioritize and manage my workload. I allocate specific time slots for various tasks and organize my day around essential meetings and commitments. By focusing on my goals and diligently executing the necessary actions, I am able to navigate my responsibilities effectively and achieve desired outcomes. It's about maintaining clarity and staying dedicated to the tasks at hand.



EMBRACING EMERGING TECHNOLOGIES LIKE AI IS ALSO ESSENTIAL FOR DRIVING INNOVATION AND EFFICIENCY. THE INDUSTRY MUST ADAPT TO THESE CHANGES TO THRIVE IN THE EVOLVING LANDSCAPE.

WHAT DO YOU THINK IS THE BIGGEST FACTOR AFFECTING THE TIC INDUSTRY AT THE MOMENT?

In my opinion, one of the most significant factors impacting the TIC industry is the "maturing out" of auditors. As experienced auditors reach retirement age, there is a growing need to attract and develop new talent in the field. Finding individuals who are passionate about auditing and possess the necessary skills and knowledge is a considerable challenge. Additionally, the emergence of technologies such as AI has the potential to bring about transformative effects on the industry. It is crucial for the TIC sector to adapt to these changes and leverage technology to drive innovation and efficiency.

HOW DO YOU SPEND TIME OUTSIDE OF WORK?

Being a family-oriented person, I cherish every moment spent with my wife JoAnn and our eight children and the memories we create in our second home nestled in the mountains. Engaging in outdoor activities like hiking and skiing allows me to find solace and rejuvenation amidst the beauty of nature.



IN THREE WORDS ONLY, WHAT IS THE SECRET TO YOUR SUCCESS?

DON'T GIVE UP!