



**OUTSOURCE**  
marketing

## 40 Under Forty: Patrick Byers

### *Puget Sound Business Journal*

By Eric Engleman

*The 40 under Forty publication is a celebration of young entrepreneurs and rising stars in the business community.*

*It's a way to spotlight the new leaders. These are people who have—despite the bumpy economy—demonstrated that they have vision and a passion. People who believe in the region's business future. People willing to take risks to make their dreams happen.*

*The Business Journal asked each of the 40 to help us tell their stories through words and photos by sharing a talisman—something that bridges the gap between their working world and their personal lives, something that has special meaning to them.*

If Patrick Byers could star in his own Hollywood film, he would call it “The League of Extraordinary Marketers.”

The man behind the Bellevue-based Outsource Marketing LLC offers clients “talent pools in every discipline,” including direct marketing, public relations, advertising and web design. The idea is to give businesses a balanced assessment of their marketing needs and team them up with experts in the field, he said.

Byers, 37, came up with the idea while working as marketing director at Northwest Telecommunications in the early 1990s. He saw a stream of

advertising agencies that just wanted to sell more ads, regardless of whether it was in the best interests of the company. “Even I could see they were biased,” he said. Byers toyed with the idea of starting his own company that would offer “media-neutral” marketing advice without pushing a specific discipline, although he didn’t act on it right away. “It rustled around in the back of my head for awhile,” he said.

After a stint heading up the marketing departments at two law firms, Byers finally launched Outsource Marketing in 1997. His firm targets small and midsize businesses that don’t have a marketing department of their own but need help on specific projects. Outsource has a stable of industry professionals and subcontractors which it taps for projects.

Business is good and the company recently merged with Camp Creative advertising agency, Byers said.

A self-confessed Type A personality, Byers often puts in long days at the office but has cut back his hours—“Probably down to 45-50 now”—since the birth of his son Blake six months ago. He also spends less time wine collecting and working on his prized ’66 Mustang convertible. Blake and family are now his biggest priority.

“That takes up all my free time,” Byers said with a smile.

**“He’s my hero,”** says Patrick about his dad who faced adversity **“with grace and dignity”** and **“never complained.”** A dozen years later he became one of the youngest people diagnosed with Parkinson’s disease. He endured the affliction for over 50 years. Patrick keeps a copy of [his] photo at his office and at home (Navy photo was taken in China in 1947). **“When times are tough I look at this picture and it helps me keep perspective.”**

*Patrick Byers is President + CEO of Outsource Marketing, the Northwest-based marketing outsourcing pioneer that offers companies a marketing department if they don't have one, more strategic and creative horsepower if they do. For a free white paper about marketing outsourcing, visit: [www.outsourcemarketing.com/why](http://www.outsourcemarketing.com/why).*