



Alumni in the News - August 2007 Drew Greenblatt Featured in Post



Drew Greenblatt '88, CEO of Marlin Steel Wire, has been getting a great deal of attention for his success as a small-business owner. In the "Making It" column in *The Washington Post Magazine* on Aug. 19, 2007, Greenblatt was profiled about his efforts to respond to competition from China by capturing a niche market for his company's products.

The *Post* article recounts how he bought Marlin, which makes wire baskets and racks, in 1998 and moved it from Brooklyn to more modern facilities in Maryland. When many of his larger customers began purchasing less expensive products from China, the company tried to compete by lowering prices but soon began to lose money.

Greenblatt looked for a strategy that would allow him to compete and realized that there was a market for small orders of custom, high-quality products that could be sold at higher prices. By changing the company's focus, he was able to turn Marlin around, begin making a profit and increase the salaries of his employees. In addition to the *Post* article, his efforts were noted in an article in *Fortune Small Business* about companies that were able to innovate in order to compete in a global market.

A political science and history major, Greenblatt credits his liberal-arts education with preparing him for his experience as a small-business owner:

"Dickinson helped me succeed in a number of ways. First, I became a more effective writer. Marketing pieces, e-mails to clients, communications with my associates must be clear and concise. Dickinson profs demanded that I articulate my point of view more effectively. I got sharper because of those professors. In addition, I was introduced to a breadth of differing views on how the world works. Dickinson was the catalyst for improving my listening and judgment skills so I could evaluate alternative opinions. This enhanced my ability to work with myriad different personalities and styles in my avocation. Dickinson was part of the foundation of my success."

For more information:

- ["Not Made in China: A Baltimore Manufacturer Triumphs Over His Global Competition"](#)
The Washington Post Magazine, Aug. 19, 2007
- ["With a little innovation, who needs outsourcing?"](#)
Fortune Small Business, May 17, 2007
Photo of Drew Greenblatt is on the first page, while Marlin Steel Wire is [featured on page 2](#).
- [Marlin Steel Wire Products](#)