

NASHVILLE LEADERS UNDER 40

Forty  
Under 40

# NICHOLAS HOLLAND

CentreSource Interactive Agency/Populr.me

*Nicholas Holland is a serial entrepreneur. His latest venture is Populr.me, which helps clients quickly create one-page websites. He recently stepped down as CEO of CentreSource Interactive Agency to launch the new company, but he remains involved in the web development firm, which he founded eight years ago. He also was one of the founders of JumpStart Foundry, Nashville's first microfund aimed at investing in startups.*

**WHAT MOTIVATED YOU TO GET WHERE YOU ARE TODAY?** I come from a family of entrepreneurs who relish the opportunity to innovate and help others achieve their dreams. As I grew into my role as CEO of CentreSource, I'm continuously motivated by seeing how our company can help build a strong interactive community within Nashville, while also raising the reputation of our city on a national level. The strong, high-energy entrepreneur community within Nashville is infectious, and it also makes me want to do bigger and better things in our city.

**WHAT WOULD YOU TELL OTHER YOUNGER****BUSINESS LEADERS TO DO TO FIND SUCCESS?**

One of the fastest ways to achieve success comes through volunteering to help others and working hard to make their lives easier. It sounds simple but can be extremely difficult as the demands of life increase. Regardless, young business leaders have limitless opportunity to get involved and use their talents for the betterment of others. It can come through helping your company with various initiatives or finding a nonprofit that you're passionate about. Either way, others will take notice of your drive and appreciate the value you add. In time, it will yield more opportunities for you.

**WHAT IS THE BIGGEST CHALLENGE YOU ARE****CURRENTLY FACING?** I recently stepped

down as CEO of CentreSource Interactive Agency to pursue a startup venture called Populr.me. Not only is product development incredibly difficult, I'm also re-acquainting myself with the pressures of startup life. Long hours, reputation exposure and very little clarity on your path can make for slightly challenging situation — not to mention the added stress of trying to be a good father to my two young boys.

**WHAT KIND OF HOBBIES DO YOU ENJOY?**

Wrangling children and taking my wife on a date at least once a month.

**WHAT HAS BEEN YOUR BIGGEST PROFESSIONAL MISTAKE AND HOW DID YOU OVER-**

**COME IT?** A few years ago I was lucky enough to work with another local

entrepreneur to build one of the first location-based games in the world.



JAMES YATES | NASHVILLE BUSINESS JOURNAL

## About Holland

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We experienced explosive growth, so much that our servers were crushed under the weight of the load. Regardless, we had various entities approach us with some interest in purchasing the game company, all of which we entertained. The mistake, however, was being way too aggressive with our perceived valuation and letting our attitude affect how we presented ourselves. Bottom line: When we finally sold, we only received 1/10th of what we were originally offered. I'm still mad about that.

**WHAT ROLE HAS MENTORING PLAYED IN****THE DEVELOPMENT OF YOUR CAREER?**

Mentoring has been a huge factor in my success. When I first started CentreSource, I immediately joined the Chamber of Commerce and the Better Business Bureau, surrounding myself at networking events with people much smarter than myself. I also joined a group similar to Entrepreneurs' Organization called the Nashville Business Network, a group solely focused on peer mentoring. Last, I still keep three to four active mentors at any given point, people that I trust immensely. My advice: Get a life mentor (someone you want to be like when you grow up) and then focus on joining or building a peer networking group that meets regularly (regularly is the key word).