



Rob Roquitte of eCIO: Growing a business during a crisis

Jon Eckhardt (University of Wisconsin-Madison)

KEYWORDS: Entrepreneurship, crisis management, COVID-19.

In this video, Jon Eckhardt interviews Rob Roquitte about building his pre-seed stage company that he started before the COVID-19 pandemic. Roquitte's company, [eCIO](https://getecio.com)(<https://getecio.com>) , helps nonprofit organizations manage their investments. Here he shares the story of why he started his venture, how he's re-focused since the coronavirus crisis has roiled the financial markets, and the changes he has made to offer his clients the services they need now.

[Link to video](#)

