



# The Link

## to Supplier Diversity

A publication of the Indiana Department of Administration Division of Supplier Diversity

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#### Event Calendar

- [Certification Webinar](#) Nov. 18
- Relationship to Partnership Session Nov. 20
- [Pay Audit Training Webinar](#) Dec. 9
- Gov. MWBE Commission Dec. 14

More details can be found at:  
<http://goo.gl/05r9Ag>

#### How to Connect



[www.in.gov/idoa/mwbe](http://www.in.gov/idoa/mwbe)

### In Recognition of Veterans Day

The Division of Supplier Diversity is highlighting four Indiana business enterprises. The features will focus on their stories as soldiers and entrepreneurs. This week we honor Mr. Todd Muffley, CEO, Fat Atom.

# FAT • ATOM®

When people envision what an Army veteran looks like, the image of Todd Muffley may not be what they see. Todd Muffley, 46, is the founder, proprietor and CEO of Fat Atom Marketing. Sporting a beard any biker could be proud of and checked slip-on Vans, Muffley can be quoted saying, "Don't be deceived by the flip flops or my superhero t-shirts...I'm all business. When you hire Todd Muffley, you are hiring me and my team of extra super special awesome smart people at Fat Atom. If you judge a man by the company he keeps, then I am a king because I have surrounded myself with the best talent." The only thing that might be slightly reminiscent of Muffley's time spent in the Army is his short, technically shaved, hair.

When asked why he joined the military, Muffley said that after spending a year in Franklin College he realized, "It just wasn't

my thing." He had a friend of a friend join and nonchalantly said, "It seemed like a good thing to do." So in the fall of 1988, a 19-year-old Muffley enlisted in the U.S. Army as a tank crewman. That particular military occupational specialty (MOS), 19K, was trained at Ft. Knox, Kentucky, and that's where Muffley completed basic training.

During this training Muffley made a choice that would forever alter the course of his military career. The choice came on the day of a high ropes obstacle course. Muffley was given the option to negotiate the obstacle course or take a Military Intelligence branch qualification exam. Muffley admits to a fear of heights and said that his choice was easy. As fate would have it, he passed the exam. The Army re-classified Muffley to the Military Intelligence (MI) branch and assigned him a new MOS, 98H, Communica-

tions Locator/Interceptor - a job that the Army has strict eligibility criteria for, including intelligence, familial nationality ties and personal character.

With a new branch of service and a new job, Muffley was shipped to Ft. Devens, Massachusetts upon completion of his basic training. The profound effect of his fear of heights and subsequent decision to take that MI exam were truly realized when Muffley completed his advanced training and received his first assignment.

Muffley served his country on the beautiful island of Oahu, Hawaii with the Field Station Kunia Joint Task Force.

"I didn't see sunlight for three years...I usually tell people I worked under a pineapple field," joked Muffley when asked about his time there. While Muffley was joking about not seeing daylight for three

## VBE Spotlight: Todd Muffley, Fat Atom (Cont.)...

years, it's true that he did work under a pineapple field.

Field Station Kunia has a rich history and was built after the bombing of Pearl Harbor. The installation was designed and built as a bomb-proof, underground open bay with a 250,000-square-foot floor space to facilitate aircraft assembly in proximity to Wheeler Army Airfield. During the later part of World War II and in the decades that followed, it was used primarily for cryptologic and intelligence activities.

Under the dense foliage, in the reinforced aircraft hanger, Muffley listened to the dots and dashes of Morse code, intercepting foreign military intelligence from the Pacific theater for nearly four years. Due to the nature of his MOS, almost all of Muffley's military activities are classified. He was able to share a small piece that is of public record. In 1989, Muffley

and his unit were awarded an Army Commendation Medal for services rendered during a time of Chinese civil unrest.

Muffley received an honorable discharge during President Clinton's downsizing of the military in 1992. From there, he started his civilian career in sales. He worked for a small family-owned business in northern Indiana selling agricultural petroleum products. After three years with that company, he moved to a Fortune 500 company and there had the motivation to start his own business.

"I remember the defining moment. My boss told me he didn't pay me to do the job I wanted to do, he paid me to do the job he wanted me to do. And I thought 'But that's not using me properly,' and at that point I knew I just had to work for myself," recalled Muffley. Muffley said that his boss' words also shaped his personal business philosophy.

"When I hire people now, I tell them the exact opposite. 'I don't hire you to do the job that I want you to do, I hire you to do the job that you can do and when you come here I know you can do better than I could ever think about doing.' And I use that as a launch point, sort of like a paradigm shift to hire smart people and let them do what they can do to help grow the business. I don't try to put them in a box," explained Muffley.

Muffley went on to explain that this philosophy is also how they choose clients. Muffley describes his company not as a "full service" marketing company because it implies that they perform the typical marketing functions like graphic design and search engine optimization like menu item services. Rather Muffley says, "We approach each new client from the standpoint of 'How do we solve someone's pain?'" Muffley explained that the initial consultation with clients includes research to see what problems the prospective client is facing. From there, they tactically employ their marketing services to reach the desired end result. Muffley went on to explain that Fat Atom's ideal clients are ones with which they've established a good rapport and that allow them to be the experts and do what they

know is best.

Thomas Quigley, CEO of Indiana Limestone Company, Inc. had this to say about Todd Muffley and his team, "They've done outstanding work. They're small, nimble, flexible, innovative, they're edgy, they push your thinking...They seem to be an extension of my team...I don't have a classic marketing person on my staff, they are my marketing organization, and I get full support [from Fat Atom] whether it's creative, strategy, execution they always find the right people for the initiatives we're undertaking... They're very creative, it makes it fun and they're very approachable... We are clearly in a market leader position. We're clearly out distancing ourselves from our competition...and I give these guys [Fat Atom] a lot of credit for that." Quigley went on to say that Fat Atom will continue to be an integral business partner and involved in all future business and market strategies.

Fat Atom continues to be a successful marketing consultation firm, landing Credit Acceptance Corporation, a national auto financing company, just this past month, as a new client. For more information on Fat Atom, visit <https://fatatom.com/>.



Pictured from left to right: Mckala Mason, Marketing Coordinator; Todd Muffley, CEO; Sinikka Rohrer, Marketing Manager