

Getting to know Keith Nunnery

Keith Nunnery has been the president of Acuity Information Systems since August 1995. Servicing Las Vegas, Nevada and Charlotte, North Carolina, he has facilitated the development of acute and agile business practices to sustain both his business and client-base through three economic downturns, including the one we are currently experiencing.

Nunnery, a 25-year professional business leader in information technology, has a different philosophy than most IT folks: he believes that economic downturns actually create new and exciting business opportunities, not hinder them. For example, he used the economic downturn that started in 2007 as a chance to rebrand his business and focus.

Numerous CEOs, CFOs, IT Directors, and business owners have sought his advice on ways to make their respective companies more effective through the power of IT. Or, as he simplistically puts it, he helps these people “make better business decisions.” Even during economic turmoil, Nunnery strongly advises business principals to:

1. Fearlessly overhaul their business models to address changes that derive from new developments economically.
2. Booze-up on technology to reduce waste, save time, and grow.
3. Cultivate greater interaction between business and IT teams, resulting in bigger returns.

He believes that investment in innovation allows businesses to evolve, even during the most turbulent of times. Nunnery is not a man who shies away from trying new things and loves embracing challenges head-on. In fact, his favorite business challenges include working with startups. He has found MainStreetChamber to be an ideal organization to help him promote Acuity Information Systems services nationally. When asked about the organization, Nunnery said, “People are the driving force behind ideas. MainStreetChamber is perfect for every business today. It’s easy; it’s all about business people helping people in business.”

He also noted that a new economy and era for business principals has emerged. “Innovation and automation are two core values everyone must realize and embrace to sustain a competitive edge as the new economy evolves,” he once wrote. Nunnery believes it is important to embrace accelerating advancements in the business information technology industry including Microsoft SharePoint, Software-as-a-Service (SaaS), IT-as-a-Service (ITaaS), Cloud Computing Consulting, IT Managed Services, and Business and IT Alignment.

Proof of Nunnery’s expertise is his membership in prestigious groups and associations including the Charlotte Business Professionals, Search Engine Marketing Association, Association of Information Technology Professionals, and the MainStreetChambers of both Las Vegas and Henderson, Nevada.

It’s easy to imagine someone who deals with high-tech items like SaaS, Cloud Computing and IT Managed Services as a “geek”. Not in Mr. Nunnery’s case, however; he breaks the stereotypical mold of IT professionals. Motorcycling - vintage models and modern super sports - is amongst his non-business interests. He even pokes fun at people who may regard them as too fast. He was once quoted as saying,

“if it's too fast, you're too old.” He is the president of Carolinas BMW Motorcycle Owners Association and is also an active member of the Iron Butt and American Motorcyclist Associations.

While his interests outside the office vary, his work ethic inside the office does not. He has a high regard for his work and takes pride in helping his clients to reach out to more by doing less. In the years ahead, he expects to consistently reign in new technologies that will improve business processes, simplify communications, and most importantly, “make a customer smile!” Evidently, the importance of putting client satisfaction first remains as the top priority for a man who describes himself as “casual, approachable, (and) extraordinary.”

Darin Atkinson, principal owner of Atkinson International, states, “We have never worked with a company that has been as service oriented as Acuity Information Systems.” He recounts calling Nunnery after office hours and even on weekends. “He is very obliging to assist, no matter what time it is. He helped over the phone with even the slightest of problems to get us going,” Atkinson said.

Alex Hall, now a retired CEO, had a similar experience with Nunnery. According to Hall, “He (Nunnery) always responded immediately, even to the middle of the night emergencies. He worked effectively with our entire team, including various employees, vendors, and contractors.”

For her part, Linda Reeves, Principle-Officer of Trans-State Construction, noted that Acuity Information Systems has been with their company through “viruses, moves, upgrades, and weather problems.” She added that for over 13 years, Acuity IS has kept their office efficient “by being available to fix whatever IT problem presents itself.” Hall concurred, stating, “Keith (Nunnery) consistently found a strategic solution to our IT needs and challenges.”

And because Nunnery’s company “delivers where others have not,” long-term relationships with clients are not uncommon. Hall, for instance, related that Nunnery has become a good professional friend of his, “because he is extremely personable and flexible.” “Acuity Information Systems is more than just a supplier to us. Keith is a part of the Atkinson International family. We look forward to his continued service on into the future,” Atkinson went on to say.