# Rochester's tech firms focus on growth through innovation and employee development



The latest insights into the growth dynamics of Rochester's fastest-growing tech companies highlight a notable emphasis on workforce development, cutting-edge technology, and a collaborative workplace culture. The Greater Rochester Chamber of Commerce's Top 100 list for 2024 includes three such firms: SimuTech Group, Mindex, and Wilmac Technologies.

SimuTech Group, established in 2020, is led by Katie Lally, who attributes the company's expansion to its investment in employee development. Lally emphasises the importance of “figuring out how to hire effectively, how to best develop your people, how to maximise their strengths and create career paths.” Currently employing 150 individuals across the U.S. and Canada, SimuTech has grown to become the largest Ansys Apex Channel Partner in North America, ranked second globally. Lally highlights the significance of Ansys’ simulation software, which is pivotal for industries ranging from ergonomic design to prosthetic development. “The sheer acceleration of innovation across the entire tech space drives growth period,” Lally noted, pointing to the essential role of simulation in modern product development. A key recent achievement includes hosting the company’s first in-person meeting since the pandemic, celebrating their growth collectively.

In another part of the tech landscape, Mindex has pinpointed artificial intelligence as a critical factor in its ongoing success. Marc C. Fiore, the company's president, draws parallels between the current AI developments and the Internet boom of the early 1990s. Mindex, founded in 1994, has transitioned from a small software development company to a significant player in student information systems through its product, SchoolTool, which is the predominant student management system in New York. The firm has about 400 employees and operates as an Amazon Web Services (AWS) Partner. Fiore describes Mindex’s role in guiding companies through their cloud data and AI journeys, leveraging their own experiences to support clients. The company's recent visibility at the AWS re:Invent conference further underscores its innovative contributions, particularly with the SchoolTool Advanced Analytics feature powered by GenAI technology.

Wilmac Technologies, rooted in Rochester since 1957, has evolved as a global provider in communications and customer experience technologies. President and CEO Stephen McDonnell has steered the company towards growth by prioritising the development of proprietary products since 2016. Emphasising collaborative culture as a key growth driver, he notes the importance of having an open workspace where employees can interact and contribute to a dynamic environment. Wilmac Technologies has shown robust performance, achieving its highest revenue figures to date and successfully implementing a DevOps team. The company also received recognition as one of America’s Best Workplaces for 2025 by Best Companies Group.

These companies exemplify the dynamic nature of Rochester's tech sector, showcasing how strategic investments in technology, employee development, and a positive workplace culture contribute to their rapid growth and industry standing.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://growjo.com/city/ROCHESTER> - This link provides information on top startups in Rochester, highlighting companies like Blackbird.AI and Wilmac Technologies, which are part of the city's growing tech scene.
* <https://wilmactech.com/news/wilmac-technologies-top-100-fastest-growing-companies-greater-rochester-chamber-of-commerce-rochester-ny/> - This article confirms Wilmac Technologies' inclusion in the Greater Rochester Chamber of Commerce's Top 100 list for 2024, emphasizing its growth and recognition.
* <https://www.nucamp.co/blog/coding-bootcamp-rochester-ny-top-10-tech-companies-to-work-for-in-rochester-in-2024> - This blog highlights Rochester's thriving tech scene, featuring companies like PwC and NEXT Insurance, which contribute to the city's innovation and growth.
* <https://www.ansys.com/en-us/products/simulation-platform/ansys-apex> - This link provides information on Ansys Apex simulation software, which is crucial for industries like ergonomic design and prosthetic development, aligning with SimuTech Group's focus.
* <https://aws.amazon.com/partners/> - This page explains the Amazon Web Services (AWS) Partner program, which Mindex participates in, leveraging AWS for cloud data and AI solutions.
* <https://www.bestcompaniesgroup.com/best-companies-to-work-for/> - This site lists companies recognized as America's Best Workplaces, which includes Wilmac Technologies for 2025, reflecting its positive workplace culture.
* <https://www.greaterrochesterchamber.com/> - The Greater Rochester Chamber of Commerce website provides information on the Top 100 list, which includes companies like SimuTech Group, Mindex, and Wilmac Technologies.
* <https://www.mindex.com/> - This link provides information on Mindex, its history, and its role in student information systems, particularly with SchoolTool.
* <https://www.wilmactech.com/> - Wilmac Technologies' official website offers insights into its history, products, and commitment to customer experience technologies.