



Ray Bouléy
President/CEO Next Step...the origin of ideas

As a business owner, Ray Bouléy, has developed and led companies dedicated to a seamless integration of strategic business development, marketing, communications and advertising. His companies have lead multi-million dollar, vertically integrated marketing, advertising and brand development campaigns that champion brand articulation and brand driven sales. His vision, fine-tuned over 25 years as an entrepreneur, marketer, design professional and photographer, has led him to create a "thinking beyond the expected" business model. A significant point of differentiation for his business model is how to create strategic brands and strategic brand alliances. The communication strategies that develop offer all partners great value in their co-marketing efforts by reaching consumers at a variety of touch points inside and outside of their buying cycles. The model seamlessly integrates the disciplines of Business Strategies, Ideation, Brand Development, Communications Planning, Marketing, Creative, Sales Management and Account Service.

Bouléy's business understanding, artist's eye and outsider entrepreneurialism give him a unique edge when marketing both products and services. He has led brand efforts that have been recognized with numerous national and international awards.

Catalyst Magazine recognized Bouley as one of Atlanta's Top 50 Entrepreneurs. His firm was listed as the 14th fastest growing company in Georgia. Bouléy received his Masters In Residential Marketing (MIRM) designation from the National Sales and Marketing Council of the National Association of Home Builders. He is one of just 650 to have ever earned the designation. Bouléy has served on the prestigious Board of Trustees for the Institute of Residential Marketing. Bouléy is past Chairman of the Greater Atlanta Home Builders Association Sales and Marketing Council and has served on both the Executive Committee and Board of Directors and received the Presidential Award for his outstanding commitment to the industry.

In addition to excellence in business practices, Bouléy has always created a spirit of community service in his companies. Recipients have included the Adopt-A-Grandparent program, One Box at a Time, Kipp Ways, The Bridge, Chastain Horse Park, North Metro Angels, Rainbow Community Services, Rainbow Village, Inc., Chris Kids, Inc., and De-Jour. Bouléy resides in Atlanta, Ga., and has two children, Kirk, 22 and Lady, 19.