

New owners set sights on growing Window Interiors

By Cindy Barth
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One of Central Florida's most well-known woman-owned businesses quietly changed hands late last year, and the new owners have big plans.

Window Interiors, a \$5.4 million commercial window treatment solutions company founded by [Sandra Saft](#) in 1989 in her garage, was bought for an undisclosed price by [Dave Riley](#) and [Bob Robinson](#). The duo met while earning their MBAs at the Crummer Graduate School of Business at Rollins College. While there, they began to look for a specialty contractor with a successful track record and a strong staff that might be open to a buyout.



Window Interiors owners Bob Robinson and Dave Riley shown in front of the Dr. Phillips Center for the Performing Arts, one of the company's signature projects

JIM CARCHIDI

Enter [Window Interiors](#). “The courtship started last April,” said Riley.

Here, they talk about how the deal took place, their career paths and what's next:

What is your entrepreneurial background?

Robinson: I have 15-plus years in construction, management and consulting, and founded my own firm, Coastal Environmental Consulting, in Miami. After graduating from Rollins, I joined Massey Services as a business analyst.

Riley: In 2003, I started a professional services firm called Project Controls/Management. We did work in the commercial construction niche. That firm eventually merged with a larger national competitor. My most recent role was as director of construction and development for Bluegreen Vacations.

Why did you want to buy a company?

Riley: We both have been in business for a while, and along the way kissed a bunch of frogs when it came to looking for good businesses to buy. I knew about Window Interiors from my Turner Construction days. Sandi was looking to transition out, the company was well-established and showed huge potential to grow.

What's next for Window Interiors?

Riley: We're going to streamline processes so we can replicate them in other offices. We have our headquarters in Orlando and offices in Tampa and Fort Lauderdale.

Robinson: We'd like to add new lines of business and aim for 12 percent to 13 percent growth in the next year. Geographic growth is most important to us right now.

What will be your role with the company?

Riley: I will be president of pre-construction and sales, and business development.

Robinson: I will be executive vice president and manage operations.

Any challenges in buying the company?

Riley: It came down to negotiating the minutiae.

How do your strengths differ from each other?

Robinson: Dave is more of an extrovert. He's very entrepreneurial, a good leader and easy to work with.

Riley: Bob is very analytical. The firm has so much potential to expand that it should be a fun year getting under way on that.

Window Interiors

Founded: 1989

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