



CEO keeps level head

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By TAMMY McCOY / The Press-Enterprise

Joseph Gray shows up for work looking more prepared for a round of golf than to be the CEO of a multi-million dollar Temecula company.

The 39-year-old wears khaki shorts and a neat, buttoned-down shirt to the office of REVshare, his performance-based television advertising firm.

"This is a tech-heavy business," Gray explains. "People are comfortable this way so I let them dress casually."

'Quiet And Unassuming'

His philosophy is evident.

There are no signs of an ego wall in his office, and members of his church say Gray shies away from recognition for helping others.



Paul Alvarez / The Press-Enterprise

"He is so quiet and unassuming," said Karol Hansen with the Rancho Community Church in Temecula. "He's not about look-at-me, look at what I've done."

She recalled a recent church-sponsored drive to provide bedding to about 30 children living at Rancho Damacitas, a group home for neglected and abused children. They were short 13 sets of sheets, pillowcases, bedspreads and blankets.

"He walked up with a blank check and said, 'Tell me what you need,'" Hansen recalled. "He told me to call him if we were short on anything and he would write another check."

Gray devoted \$80,000 and countless hours to an effort to make sure a sober-living home in his wine country neighborhood is held to legal standards. Gray filed a complaint with the state and contends these homes need to be policed by an agency equipped to oversee them.

Gray could have taken center stage last Christmas when he donated \$12,000 to a church program that buys gifts for needy families, said church member Jenny Lee.

TOWNSFOLK

Joseph Gray

CEO REVShare

Age: 39

Residence: Temecula

Charity: Donates thousands of dollars to his local church, which works to fill various community needs.

Tidbit: His company takes in \$6 million in profits and he never earned a college degree.

Joe Gray, the CEO of an advertising firm who grew up in a family in which money was tight, says he sees a need in the community, and has used his success to try to fill it.

"I was blown away," she said. "I just started to cry when he did this."

He gave his employees money to buy the gifts and gave them a paid day off to go shopping at Toys 'R' Us, Lee said.

"He was like a kid in the candy store when he delivered the toys to the church," she said.

Gray sees a need and does what he can to resolve it, Hansen and Lee said.

'Determined Not To Fail'

His wife, Patricia, said his involvement with the church is, in large part, a product of their upbringing. "You can't take it with you," she said with a laugh. "This church is so involved in the community they make you want to do it."

She said her husband is motivated in some measure by his need for personal fulfillment.

"Because his childhood was not always easy," she said, "I think he needs to do something for himself."

Gray grew up in a working-class family where money was tight. He knows how fortunate he is and sees his success as a tool to do other things.

"I can use my resources to help others," he said.

REVShare employs 30 and brings in \$6 million in annual profits, he said.

It took 15 years of hard work for the Orange County native to achieve this level of success, despite not having a college degree.

"I was bored," he said.

"I am an out-of-the box thinker."

He credits his love of engineering, creating new things and strong work ethic for his success.

"I was determined not to fail," he said.

Gray talks about the company like a proud parent who does not take credit for their child's accomplishments.

"I could have a larger company if I was based in LA or New York."

But, he would be busier at a larger company, keeping him from his wife and their two sons, Cooper, 1, and Richard, 4.



Gray said he wants to do nonprofit work in the future. His wife would like to see him slow down and jokes that she would like him to sleep through the night.

"He thinks of something he needs to work on and gets up in the middle of the night and works on it," Patricia Gray said. "I like to sleep."

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