

James Ruesch

Early years

James Ruesch, the eldest among five siblings, was born in 1964 and spent his early life in Oregon, USA. He, then, went to Brigham Young University, a private research university in Utah, and later moved to Nevada, where he finished his education.

James was a follower of The Church of Jesus Christ of Latter-day Saints and served a mission in Johannesburg, South Africa for two years. This experience arose his interest for travel to meet different nationalities who had a wide range of cultures and preserved traditions. He also met a missionary friend in Africa who inspired him to take the business venture and so, he started his first company when he returned home.

The bumpy road to success

Just like other amateur businessmen, setting foot in an unfamiliar territory was difficult at first. James Ruesch was not equipped with formal education in business and had only acquired skills through personal involvements and experiences. His first stepping stone was a construction company in Las Vegas that taught him the fundamentals of success. He learned that hard work does pay off and one must be willing to take risks in order for him to achieve his goals. James had a long list of failures during his first venture but it did not stop his dreams. Hence, it became a lesson and boosted up his hunger for success.

The fruit of his innovative ideas and labor eventually ripened and it was in 1990 when James had established one of the biggest commercial landscape companies in the state of Nevada. Million dollar contracts from developers like Howard Hughes, Dell Webb and the DOT was awarded to his company and from 5 workers, it grew to over 150 employees. However, another big hump on the road appeared after enjoying a decade of fortune when the young James Ruesch experienced his first real-estate collapse and economic downturn. James felt like his world was falling but he was indeed resilient. He found an opportunity from the situation and decided to sell the company to a bigger fish. Two golf courses, 14 schools and over 27 miles of highway development were James' last projects in the construction.

With hopes of bigger opportunities ahead of him, James Ruesch moved to California to open a chain of bankruptcy law offices with a business partner. Again, he had zero knowledge regarding the industry but he had that common quality that successful businessmen had, he was a risk-taker. With the help of his friend and mentor, James joined a new business adventure.

Trials and downfall

James Ruesch and his friend succeeded in the law firm industry because of media campaigns and customer-centered practices. Their law firms were the only ones that did not require a money down payment so they were awarded many contracts. However, James later encountered the dark side of business as their company became a threat to local firms. Long standing law offices became envious with their company's success and plotted a fraud complaint that did not make sense. It all ended up in a bias lawsuit that drained hundreds of thousands from their pockets and that did not end there. James and his partners began to receive threats and one night, in a dark parking lot, a stranger warned them that if they do not close their offices and leave the state, something bad would come to them. This incident made them decide to shut down their firms to avoid any harm to their lives and the people around them.

Life realization— the love of a family

Due to the two year suit with the state of California, James Ruesch lost almost everything and felt discouraged and depressed. He returned to his home in Las Vegas and spent his time with his family. He reflected on the events of his life and realized how blessed he still was for having a family after everything he had been through. James decided to commit himself to put family first and discovered that "money will come and go throughout a person's life but no amount of success will ever compensate for an unsuccessful family."

Putting the pieces back together

James Ruesch, the man who never quits, gained inspiration from his family and began exploring new business opportunities once again. In 2002, he founded Scrapbook Premier, which was later named Scrapbook Business, the first trade magazine for the scrapbook industry. The magazine that featured trends and retail solutions was published 6 times a year, doubling their gross sales annually. James also established Ruesch Media Group, which specialized in market research and campaign management.

In the following year, James Ruesch became part of TMG, an international consulting organization for retailers in the memories industry. Then, it was in 2006 when he started Ruesch Motor Company, an original equipment manufacturer of high-end performance vehicles. Once again, some of James' competitors became envious with his success and spoke false accusations about his company; but, this defamation did not change Ruesch Motor's name as one of the leading manufacturers in circles of racing.

Today, James Ruesch is the Chief Executive Officer (CEO) of STIMET and Meristone. The former is a leading CEO adviser in areas of international sourcing and logistics, as well as media and marketing strategies; while, the latter is a leader in web development that provides system solutions to organizations. With offices in Asia and USA, these companies share a common goal—to deliver the best solutions for the success of various establishments from different industries.

The catapult of success

The journey of James Ruesch was not smooth and easy. He experienced humps along the road and almost gave up his ambitions numerous times. Nevertheless, he stood up every time he fell and embraced every chance he could get with total courage and determination. His family was his inspiration and now, he is an inspiration to others. James was not afraid of failures because he saw them as steps in the ladder of success. He may have been bended down for a moment but when he was released, he flew a long way up and reached his dreams.