

Tony Dennis

President



Tony started working with personal computers when managing Musicland stores in the Midwest back in the days of the Commodore 64 and Tandy TRS-80. (He frequently notes that he was neighbors with Barney Rubble!)

Tony got seriously involved with computers when he went to work at Schaak Electronics in the Detroit area. There Tony worked with the original desktop business computers: Texas Instruments running CP/M, the original IBM PC, the Apple IIe, and... the Macintosh 128! (“K”, that is – not GB, not MB, but KB!) This was a time when you had to populate memory boards with dozens of chips from a tube, pushing them in one at a time, getting sore thumbs while hoping a single pin wasn’t bent, screwing up the whole thing! Ahh, those were the days!

While Tony’s first certification was for the IBM PC (believe it or not!), he was drawn to the ease of use and formatting and graphics abilities of the Macintosh. Over the next several years, he sold Apple and PC-compatible computers. Since these were the days of good profit margins in computer sales, Tony spent a lot of time learning the technology and providing support for his customers. In 1989, Tony brought his computer knowledge and sales skills to Southern California.

But change was afoot in the computer sales business. About a year after he arrived in San Diego, the marketplace changed with the arrival of the “big box” computer stores. With them came the “commoditization” of personal computers, resulting in a preponderance of sales “dweebs” (as Tony called them, since they had minimal computer knowledge) who quoted the computers cheap and crushed the profit margins on the machines. So Tony had to make a decision: either help people or just move boxes – the market no longer allowed both. So in the fall of 1991, Tony left the sales world and TCM Consulting was born.

TCM Consulting was a professional nirvana for Tony. He was able to invest his time and efforts forming lasting relationships with a wide variety of clients while becoming expert in a multitude of computer technologies and solutions. Those relationships quickly outgrew Tony’s ability to handle on his own, so he brought consultants on board to extend his ability to support TCM’s clients. TCM was now a team, not just “a guy”.

While there have certainly been challenges and “ups and downs” in running a computer consulting firm, Tony can’t imagine doing anything else. He looks forward every day to working with his clients and the interesting and ever-changing technologies. Life is good!