

BACKSTORY

INTERVIEW BY MARISA PALMIERI



Jason Case

PRESIDENT
CASE SNOW MANAGEMENT
NORTH ATTLEBORO, MASS.



Played on a state championship basketball team.



Winner, with wife (then-girlfriend) Amy Diaz, of The Amazing Race 23 in 2013.

"It's a family business started by my grandfather in 1951. My father took it over as the second generation, and in 2003, I came into the business."

"One of the main reasons we've been able to grow so fast is we're a snow-only company."



"In 2009, we were just under \$2 million. This year we're going to be \$28.5 million."

EDUCATION
Attleboro High School
Attleboro, Mass.
Class of 1998

Saint Anselm College
Manchester, N.H.
Bachelor of Science
Business
Class of 2003

Northeastern University
Boston
Certification, Construction
Project Management
2003-2004

WORK EXPERIENCE

2003-2009
Vice President
The J.E. Case Cos.
North Attleboro, Mass.

2009-Present
President
Case Snow Management
North Attleboro, Mass.

2014-2015
Chair, board of directors
Snow & Ice
Management
Association
Milwaukee

"I started concentrating a little more on snow, and the opportunity presented itself to break away and start my own company."

"A company is only as strong as its team members. We've been able to build a really solid core team. The dedication and commitment of these employees has catapulted this company to the next level."



"I first got involved in 2003 after I got out of college. I went to a Symposium and brought a briefcase full of my think-tank stuff and just started rubbing elbows."

WORDS OF WISDOM "One thing that comes to mind in this business is commitment. We sometimes work three days straight. You have to have the mindset that it's not a 9-to-5 job." • "You have to have a passion for what you do. I don't look at it like a job, I look at it like a challenge of how good can we really get." • "Attitude is the third thing. If you convey a good attitude, it's contagious and everybody around you buys into that and thrives on that."