



## Clean Coders – Illinois SBDC at College of DuPage

(LEAN CODERS)

Clean Coders was founded in 2010 by Micah Martin and Robert C. Martin, a world renowned computer coding guru. The training videos offered through [cleancoders.com](http://cleancoders.com) focus on teaching fundamental knowledge needed

to write great software regardless of language or platform. It is not only *what* they teach, but *how* they teach it. Clean Coders offers courses across the entire spectrum between technical wisdom and professionalism. Their insightful presentations deliver world-class training in a way that speaks to developers more keenly than the average training video.

Tadd Linderman, CEO of Clean Coders came to Zach Person, Program Manager of the COD International Trade Center in mid-2015 for advice on the international expansion of their innovative business. Over the course of a number of conversations, Zach worked with Tadd on a number of challenges facing the company:

- Creating an intellectual property strategy
- Content translation
- How to apply for grants to help support their export activities
- International marketing best practices and strategies

Tadd expressed, "Clean Coders has been grappling with international expansion for some time. Zach has provided valuable coaching, guidance, resources and direction in developing our plan of execution. He is a true professional that has given us the support we need for success in our international growth."

Getting all these critical items sorted out has created a solid and safe platform for Clean Coders expansion into a number of international markets.