Do You Know When It’s Time to Make a Pivot?

Successful entrepreneurs know how to recognize when the original plan is not working.

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In this video, Entrepreneur Network partner Mars Discovery District talks with James Glover, one of the founders of marketing software business Coherent Path.

Glover and his co-founder first began working together at a software company, Memento. Eventually, they changed directions to perfecting an email platform for retail businesses.

Glover and his partner arrived at this decision by targeting a problem that needed real-time assistance. This, inevitably, helped the team grow revenue and improve the company.

Click the video to hear more from Glover about his entrepreneurial journey.

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