

Women in Leadership

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Vice President of Operations and
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What inspired you to join the SentriLock Team?

Seeing the passion from Scott Fisher, CEO and Founder for the future at SentriLock and being a part of that vision was my inspiration.

Can you tell us about your current role here at SentriLock?

I am the General Counsel and VP of Operations. The role has responsibility for the over 100 employees in sales, marketing, customer success, customer support, implementations, compliance, change and project management who deliver best in class customer service. My goal for the company is to promote the SentriLock brand and improve its position as industrial leader to grow market share.

Please share your professional journey.

Before SentriLock, I spent over 20 years in the insurance and financial services industry working in multiple roles in both the business and IT. Throughout my history at a

Fortune 100 company, I learned a great deal. The company encouraged cross-pollination allowing their employees to gather a breadth of knowledge. Employees were encouraged to learn as much as possible and apply it to their career and personal goals. I took full advantage of this approach and during my time there served in roles of increasing responsibility in marketing, shared services, IT, supply management, and various operations roles.

Was there a turning point that shaped your career path?

I began my career while in my last year of law school with the intention of moving into the legal department once I graduated and passed the bar. I was fortunate in that first role to work under two individuals who were both attorneys and each took a different path. They advised me to stay on the business side of the company and not pursue a role within the legal department. They explained that by doing this, you were able to use the problem solving and communication skills you learned in a different way. Honestly, I never looked back. This path allowed me to lead people early on in my career and I was given a tremendous amount of opportunity to shape and impact the business. I learned I had a passion and a skill for operations and process improvement.

Can you tell us about your experience in deploying Lean Management Systems?

As an operations professional, I have studied the lean management system. I have led the implementation of this system at SentiLock with the first step, or Hoshin. Hoshin is an exercise that defines your strategic pillars, defines 3-5 year strategic goals and further breaks them down into annual objectives with associated KPIs. The system allows the employees to have visibility into how their work specifically moves the organization forward.

What do you feel separates SentiLock products/solutions in the market and makes them unique?

We are the first combined secured access solution. We have a world class support center with excellent average speed to answer and customer satisfaction.

Please tell us about one big challenge you overcame in your career and what did you learn?

Work, life, balance expectations was something I learned and I am not sure if you ever truly overcome it. If you haven't read Lean In by Sheryl Sandberg, I would highly recommend it. It gave a name to feelings and situations women leaders find themselves in. That coupled with the interview with Indra Nooyi, former CEO of PepsiCo gave me permission to set boundaries. Women and men are different and that is what makes us unique. Allowing yourself permission to know and understand that was a huge revelation for me. I made decisions in my career path that allowed me the ability to pursue a career at a pace that I could also be present for my family. Each person's pace is different and only you can say what is right for you. By not allowing others to define my path and to be comfortable in my decisions was a defining moment in my personal and professional life.

What advice do you have for other women considering a leadership role?

Be authentic. As you take on the leadership journey, because it is a journey, be you. Being you does not mean you don't grow and learn, but it allows you to take the learnings and bring them forward in an authentic way.

The SentiLock Team is extremely fortunate to have leaders like Nicole at the helm. She is a driven, motivated individual who continues to strive for success for her team and company. Nicole brings a breadth of varied experience and perspective that pushes both her staff and SentiLock to strive for excellence.

To learn more about SentiLock's leadership team visit www.sentrilock.com.

