

30 Women to Watch

Much of Utah's economic success can be attributed to the many ambitious, talented and hard-working individuals who are devoted to improving the state. In this year's 30 Women to Watch recognition feature, we salute some of Utah's best and brightest leaders who are key influencers in their companies and communities. They are small business owners and innovators who are changing the way we live. They are executives who are at the helm of billion-dollar companies. They are nonprofit and government leaders who solve complex problems that impact us all. Regardless of industry or title, these 30 Women to Watch are playing an important role in shaping Utah.

Cammie Cable, Vice President of Human Resources, CLEARLINK

Cammie Cable didn't plan on going into human resources, but she's certainly glad she ended up there. Cable started her career as a sales rep for Marriott, but as positions opened up she found herself working in HR. She never looked back.

As vice president of human resources for CLEARLINK, Cable most prides herself on implementing a 100 percent employer-paid health plan, even as changes to healthcare law led to rising costs. She directed the creation of 360° Fit, a corporate wellness program that has received multiple awards. She has helped the company grow from fewer than 100 employees to more than 1,200. She's also affectionately referred to as the "CLEARLINK Mom" because of her compassionate and welcoming demeanor.

Cable cares about helping other HR professionals succeed and follow best practices. She is co-chair of the Utah Technology Council's HR Peer to Peer forum and mentors other professionals throughout the state.

"I greatly enjoy the fact that I have the ability to work with bright individuals on a daily basis. I am in a position where I get to help them navigate a path to bring out the best in who they are and reach their potential."

Lelani Craig, President, CommGap International Language Services

Lelani Craig has been in the translation business for a very long time. As a teenager growing up in a small Idaho town, she was often called on to interpret by local police, allowing her to use the bilingual skills she'd gained as the daughter of an Argentinean mother and an American father.

She continued to translate in college, working for a time for the Church of Jesus Christ of Latter-day Saints. In 2000, Craig founded CommGap International Language Services, which serves clients in 250 languages throughout the world. She's been actively involved in the broader translation industry as a

charter member of the Association of Language Companies and is a member and sponsor of Translators Without Borders.

Craig has consistently focused CommGap on providing quality service to clients rather than cutting corners to save costs. She believes this is why the company's interpretation services grew 39 percent in 2013 and are projected to increase by 45 percent in 2014.

"Don't limit yourself by your surroundings or your perceived role. Today's woman has the ability to do anything she wants. Set goals, plan on how you want to achieve those goals and do it."

Gina Duffy, Founder and Principal, SheShreds.co

Gina Duffy formed SheShreds.co based on two of her passions—fashion and action sports. Now the company is helping her work on another passion—supporting and promoting women and girls involved in action sports.

After 15 years working in marketing, advertising and hospitality positions, Duffy launched SheShreds.co in 2013. The company provides action and adventure apparel and gear for female athletes who take part in snowboarding, wakeboarding, skating, surfing and other sports. She was also a founding partner in All-Actionsports.com, an event production and marketing organization that carries out adventure sports events and competitions.

Duffy says it can sometimes be challenging to be a woman in a male-dominated industry, but she has been able to use it to her advantage—her efforts to level the playing field for women have drawn positive attention to her company. As an athlete herself, quick access to excellent snowboarding first brought her and her husband to Utah.

"My company and what we are doing inspires so many other females out there. We're not just about girls who participate in these sports; it is more about female empowerment."

Cheryl Lee Eberting, M.D.

Founder and CEO, CherylLeeMD, Sensitive Skin Care and Alpine Dermatology & Laser

Dr. Cheryl Lee Eberting's career has multiple parts, and they're all devoted to helping people improve the health of their skin. Since 2006 she has practiced medicine at a dermatology practice she founded, Alpine Dermatology & Laser. She has always had a special interest in skin problems such as eczema, chemical allergies and chemical toxicity, so three and a half years ago, she started creating her own line of products designed to help the skin repair itself. She now has four FDA-approved over-the-counter medications, which have also received the National Eczema Association's Seal of Acceptance. In March she launched a brand, CherylLeeMD, Sensitive Skin Care, and a product line called TrueLipids.

Eberting loves being able to carry out a wide range of tasks every day—performing surgeries and other medical procedures, developing products, marketing and many more. She also loves that her career

allows her to interact with patients of all ages and gives her the chance to investigate, diagnose and solve a wide range of problems.

“I love having a profession that allows me to solve problems, to develop products that solve problems and to really help my patients.”

Nancy Ford Director, IT Risk and Information Security, American Express and President, Ford Industries Inc.

Nancy Ford has more than three decades of experience as an IT risk and security expert. She’s worked for large corporations, including American Express, where she is currently director of IT risk and information security, and IBM. At American Express she has created an end-to-end technology risk governance program, a multi-year technology strategy. She also led a major transformation of the American Express disaster recovery program.

Ford recently applied her wealth of experience toward running her own small business, Ford Industries Inc., a security integration company that provides security solutions for corporate complex environments.

Ford is also actively involved in nonprofit organizations. She has served on the boards of Valley Mental Health Foundation and the Single Mom Foundation. She is a mentor with the Women in Technology organization, and within her company, she has created a program that provides free security systems to deserving nonprofit organizations.

“I am one of the fortunate few that have found the right path that inspires me every day. I love what I do now and genuinely enjoy the people I work with.”

Cynthia Abrea Gambill, Owner, Remedez/Trey Ventures

Cynthia Abrea Gambill came to Utah from Argentina when she was 20 years old. She knew little English, but she knew how to work hard. She took office jobs in data entry, as a filing clerk and even as a nighttime custodian. She worked her way up from there, eventually becoming marketing director for BNA Consulting Engineers and then director of marketing for the Western Division of Musco Sports Lighting.

In 2002, she and her family moved back to Utah from Southern California and she opened Remedez HairSpa Aveda with her husband, Tyler Gambill. The company started with 12 employees and has grown steadily over the past 12 years; it now employs 45 people who treat an average of 800 clients weekly. In addition to running the salon, Gambill volunteers for multiple organizations in Utah County. She’s a member of the Utah Valley Chamber of Commerce board of governors, chair of the board for Women in Business in Utah County and a member of the Scera Center for the Arts advisory board.

“My community has given me everything I have ever wanted: an education, a career and a family. We can never go wrong serving our community and giving back.”

Pam Gold, Vice President of Sales and Account Management, United HealthCare

Pam Gold is passionate about health, both in her own life and in the lives of those she serves through United HealthCare. She has been with the company for eight years, including the past six overseeing sales and account management in Utah and Idaho. During the past three years with UHC, she's led the company in growing its membership from 77,000 to 150,000. United Health Group in Utah now has more than 700 employees.

Gold has been a member of the lieutenant governor's task force for Utah's health exchange, Avenue H. She is also actively involved in nonprofit work that promotes mental and physical health. She has served on boards with the American Red Cross, American Heart Association and Odyssey House. She's also been a one-on-one mentor with the Big Brothers Big Sisters of Utah.

"I feel that I'm working for a fantastic organization that really does make a difference."

Ruth Green, Senior Vice President of Operations, Primary Residential Mortgage, Inc.

Ruth Green is a rarity: a person under 40 who already has more than 20 years experience in her field. She began working in the residential mortgage lending industry immediately after high school and advanced to become a loan processor. She joined Primary Residential Mortgage Inc. 10 years ago and quickly began to work her way up in the company. She has been a loan officer, an underwriter, training manager and vice president of business relations. In 2009 she was promoted to senior vice president of operations.

In her time at PRMI, she has helped the company grow from just 10 employees to more than 1,600. Due largely to her efforts in hiring and training high-quality people, PRMI has reached a point where it has nearly 300 branches nationwide and was able to close about 22,600 home loans in 2013.

"I love that my current position constantly challenges me to find ways to innovate, improve, solve problems and change. Best of all, I get to challenge and mentor others to change and grow as well."

Jackie Grobstein, Vice President of Operations, Trusted Network Solutions, Inc.

Jackie Grobstein is a woman in a male-dominated industry, but she doesn't see that as a liability. In fact, she sees it as an asset. Because women are rare in the IT industry, they offer a valuable perspective and new ideas, she says. She's living proof of that.

In 2005, Grobstein and two business partners founded Trusted Network Solutions, Inc., a value-added reseller of hardware, software and support services. Since then, the company has grown from a \$50,000 a year business to a \$5 million business. She created a software support renewal tracking system, which is unmatched within the IT industry and has grown into a significant source of revenue for the company.

Grobstein and partners also launched another company in 2012, Stratus IT Group. Thanks to her experience, financial backing and guidance, it has already become profitable.

“My objective as a leader is to find excellent employees, provide them with all the tools and training needed to accomplish established goals, then provide ongoing support and guidance.”

Julie K. Hill, Owner and Designer, Layers Cake

Julie Hill was a successful lawyer earning a significant salary, but she gave it up to start a company that would let her spend more time with her family and follow her passion. In 2008 she founded Layers Cake, and the risk has paid off. Her cakes have won awards, been featured in magazines and have helped hundreds of Utahns commemorate the most important moments of their lives.

Hill's cakes have won the grand prize two years in a row at the Utah Chocolate Show wedding cake competition and first place at the 2011 Utah's Best Cake competition. Layers Cake's sales increased by 37 percent last year, and Hill recently began to offer other dessert options, including French macarons. She plans to launch a line of gourmet salted caramels at boutiques soon.

Hill has also applied her skills as a baker and cake designer to charitable efforts. She provides custom cakes to families impacted by a child's illness as part of the Icing Smiles program and has donated cakes to the South Davis Community Hospital, the Boys and Girls Club, and Hogle Zoo.

“Although it was satisfying to assist my legal clients, it brings me joy every day to be part of my clients' life commemorations.”

Stormy Hill, M.D, OTR/L, Owner and Therapist, SensoryWorks LLC and Busy Bee Therapy Services LLC

As the mother of a child with complicated medical issues, Stormy Hill brings first-hand experience and insight to her work. Hill, an occupational therapist, is the founder of SensoryWorks and Busy Bee Therapy Services. These companies help children, young adults and adults who suffer from autism spectrum disorders or addiction to develop essential life skills.

Busy Bee serves 14 schools in Tooele, Salt Lake and Utah counties, reaching about 120 students in their school settings. She also brings her work to two residential treatment centers that work with adults who have substance abuse and mental health problems. She is a pioneer in her field, having designed and implemented a state-of-the-art multi-sensory room for the treatment of substance abuse.

Hill says she is motivated by the knowledge that “we are helping people with disabilities to lead self-empowered, engaged and productive lives. That is the gift.”

“I encourage women to look at your community and notice a need and then develop an innovative way to help meet that need.”

Rikki Hrenko, CEO, Enefit American Oil

Ohio native Rikki Hrenko has shaped an amazing career that began with graduate studies in environmental science, followed by an intrepid move to Estonia to work for that country's largest industrial company, which then led her to Utah to head up a multi-billion-dollar oil shale project.

Hrenko is CEO of Enefit American Oil, a subsidiary of Enefit, an Estonia-based energy company. The company is Enefit's first U.S. business, and Hrenko was responsible for laying all the legal and financial groundwork for launching the company. Now she oversees a budget of nearly \$150 million and management of all project planning, engineering, permitting and public relations.

"My education and my early career were in the environmental research field, but quite frankly, as I matured, I realized the value that I could bring to the energy and mining industry as someone who understands the need for development, as well as the imperative prerequisite that development is planned and executed in the most efficient and environmentally responsible manner possible," she says.

"The ability to assess and quickly adapt to new situations, as well as to find common ground with others has allowed me to forge alliances, which has been a big part of my success—not to mention being terribly stubborn."

Lynda F. Jeppesen, Senior Vice President, Human Resources, Larry H. Miller Group of Companies - Miller Management Corporation

Lynda Jeppesen has the challenge of overseeing human resources for a company that encompasses 80 businesses and properties operating nationwide in industries ranging from sports to automotive to retail.

Jeppesen spearheaded a new health and wellness program for the company in 2009, at a time when few companies had embraced the wellness concept. Focusing on holistic wellbeing and preventive care, the wellness program has enabled the company to keep employee insurance rates steady for two years running.

"My interest and focus is on improving communication skills and team relationships," she says. "If people are an organization's most valuable asset, then I believe an investment in developing people is paramount."

Prior to joining the Larry H. Miller Group of Companies, Jeppesen owned a management consulting business for 10 years. She is currently a member of the Health System Reform Task Force for the Salt Lake Chamber, which focuses on helping businesses navigate the changes resulting from the Affordable Care Act.

"My advice [to those] entering the workforce, particularly in human resources, is to think with your mind, and lead with your heart."

Apryll Killpack, President, Alpine Art & Frame, Inc.

When Apryll Killpack walks into an office, the first thing she notices is the art on the walls—and rightfully so. Her company, Alpine Art & Frame, is responsible for hanging the art in several of Utah's most prestigious offices. Killpack has worked for Alpine for the last 20 years, where she started as a custom framer and worked her way up to president.

Killpack's confidence and honesty are just two attributes that have helped her to grow Alpine. "[We're] such a small, close-knit group and together we have grown into a million-dollar business," she says. Killpack is also committed to supporting the community by donating art supplies and materials to local schools and art programs.

Pleasing customers with custom framed pieces is what keeps Killpack motivated daily, and by allowing her employees to take ownership of their positions, she keeps them motivated too. "I've found through the years that if people really take pride in what they do, their performance always exceeds expectations," she says.

"A good leader has a vision about what they are trying to achieve and can communicate that in a way that inspires others to join."

Kristy Kimball, Founder, Kimball Legal | CEO, Essa Global

After a 13-year career in sales and marketing at Pfizer, Kristy Kimball pivoted, beginning law school at the age of 34, with three children and working full-time the first year. Upon graduation, Kimball focused her practice on healthcare law.

In 2012, she founded Kimball Legal, which now represents a myriad of health-related clients. She was also pivotal in the creation of the Health Law Section of the Utah State Bar. She currently chairs that section, and she organizes several health law educational courses each year.

"I wanted to find a way to marry my knowledge and love of healthcare with my legal education. I also recognized there was a significant unmet niche for health law in the Utah legal community and began working to deepen my personal expertise [and] strengthen the expertise of the greater Utah legal community," she says.

Kimball is also the founder of Essa Global, a direct-sales company that sources products from women in third-world countries, providing them with much-needed income.

"Don't let the setbacks keep you from moving forward. I've had so many bumps along my path, but I held on to my vision and just kept putting one foot in front of the other."

In her role at DecisionWise, Linda Linfield coaches high-level decision makers so they can inspire peak performance from their team members. She helps these leaders "turn a high-performing team into a stellar team."

DecisionWise is a global consulting firm that specializes in employee engagement and 360 degree feedback, as well as helping organizations use that feedback to create results. Linfield has worked with companies across the globe—she has led customized leadership workshops in more than 30 countries.

"I love the face-to-face work with clients," says Linfield, "and I also love building capacity within the organization, so taking people who are rather new on the scene of consulting and helping them become the kind of consultants they want to become."

Linfield served as a national committee member on the Resource Development Committee for United Way of America from 2000 to 2003. She was a founding member of Kids Voting Utah, serving as director from 1995 to 2002.

“[Leadership demands an] ability to really understand the people around you and what’s important to them—and then call to that, whatever’s inside of them. Call to it in a way that causes them to want to show up with everything they have to give.”

Shauna D. Lupcho, CFA, Chief Financial Officer, Compax

Shauna Lupcho is a finance professional with a decade of experience as a CFO. She has served in that role at Compax, an international packaging company, for the past five years. Lupcho is a Chartered Financial Analyst (CFA) and served for five years as an officer, including president, of the CFA Society of Salt Lake.

“I always did well in math and actually thought it was fun. At the University of Utah, I studied business as a way of using my math skills but in a broader, possibly more marketable way,” she says.

Lupcho says Compax is positioned well for new growth. “With our new, expanded facility and production equipment, we have more opportunities to service our customers and grow.” In fact, Lupcho’s financial leadership helped the company survive the recession and then hit the ground running. Since she joined the company, revenue has grown more than 80 percent and the employee count has grown by nearly 50 percent.

“When I ask for something, I often say why I need it. We’re more motivated if we understand the reasoning behind the task. This sharing of information also helps employees see the bigger picture, which gives them more opportunities to add value.”

Erin Mendenhall, Policy Director, Breathe Utah | Salt Lake City Councilwoman, District 5

“I’ve loved working to help bring a moderate voice to air quality,” says Erin Mendenhall, who has a decade of experience working in advocacy, education and policy. As executive director of Breathe Utah—and now as policy director—she helped the startup nonprofit grow into a force for change.

Some of the organization’s accomplishments include passage of legislation that amended the state’s driver’s education curriculum to include information about air quality, the creation of the SmartTrips program in collaboration with Salt Lake City, and a new wood stove change-out program, which will help “sole-source” households convert to natural gas.

Mendenhall ran for the Salt Lake City council last year and won with 81 percent of the vote. “Most days I have the opportunity to help someone and positively affect a situation or outcomes,” she says.

“Grassroots advocacy work and neighborhood-level government are incredible ways to feel invested in one’s community.”

“Diversify your network with women at or near retirement, women who have your dream job, beginners in the field, and those in between.”

Tatiana Kireiev Miller, Operations Manager, Mark Miller Subaru

Tatiana Miller’s first passion is community involvement. During her college years, she worked and volunteered with nonprofit organizations, and she spent two years researching and volunteering among the homeless community through a research grant. After college, at the age of 23, she became the executive director of Ten Thousand Villages, an organization that sells fair trade goods.

When the Mark Miller Auto Group purchased another Subaru dealership in 2009, the company asked Miller to serve as controller and office manager for the new dealership. In 2011, she was promoted to operations manager for both Mark Miller Subaru dealerships. She is also head of JCO Financial, the sub-prime finance division of the company. The two dealerships have grown tremendously since Miller joined the company; their combined sales have almost doubled, reaching over \$100 million last year.

But Miller has not forgotten her first passion. She is currently on the boards of Special Olympics of Utah and YWCA of Utah, and she created an annual Do Good Feel Good event, in which the dealerships donate to local nonprofits for every vehicle purchased.

“Work as hard as you can and stay under the radar until you are ready to achieve your goals—then hit the target as hard and high as you can.”

Geri Miller-Fox, Director of Adult Probation and Parole, Utah Department of Corrections

Geri Miller-Fox began her career nearly two decades ago as a line officer; now she is the chief administrator for a law enforcement division with nearly 600 employees.

With a bachelor’s degree in psychology and biology and a master’s in public administration, Miller-Fox has brought an intense focus on evidence-based practices to her work. In fact, her team has set an ambitious goal of a 25 percent improvement in offender outcomes by 2017. “True public safety happens when we properly assist offenders so that they do not re-offend at a later date,” she says.

Miller-Fox is also part owner in GuRu Yoga, a business that develops unique yoga products and publications. It also offers workshops and retreats. “I am primarily interested in the benefits yoga provides for those affected by trauma, particularly those who serve in the military or law enforcement,” she says. “My work in yoga allows me to give back to the community in ways that help people better cope with stress and trauma.”

“Individuals can certainly affect change, but in order to achieve real results, leaders need the entire team working together toward a shared vision.”

Jamie Morningstar, Principal Product Manager, Mozy by EMC

Jamie Morningstar began her career as a software engineer, but soon realized that her communication skills were stronger than her coding skills. “I was a fine programmer, but far more valuable was my

ability to translate between designer and programmer, business and engineering, [and] customer and coder,” she says. “I built on my core skills, in my case computer science, found what made me unique in that field, and developed it.”

At Mozy, Morningstar spearheaded a transition away from top-heavy bureaucratic processes to more agile development processes. She is passionate about encouraging women to enter the technology field, and she was an organizing committee member for the National Center for Women & Information Technology Aspirations in Computing Award.

Morningstar’s other passion is the plight of the world’s orphans. She organizes an annual orphan-relief trip to Mexico, among other outreach efforts. “I hope to make a meaningful difference to orphans and their caregivers, encourage children in institutional care that they are never alone or forgotten, and connect others to these kids,” she says.

“The research is clear that more diverse teams perform best and create more robust solutions to the problems they solve. I’m grateful to be a piece in the puzzle of what makes my teams unique and successful.”

Andrea J. Moss, Executive Vice President of Operations and Risk Management, Zions Bank

Andrea Moss has always welcomed a challenge. That’s why her role at Zions Bank fits her perfectly. The financial services industry is a challenging one that requires banks to find more innovative, cost effective, risk mitigating and customer friendly ways to do things. “That requires a lot of new thinking and challenging of the way things used to be done,” she says.

Since she began her role at Zions Bank less than a year ago, Moss has taken that challenge and turned it into several company goals. She’s strengthened the risk culture within the organization and is working with her team to rethink how risk management is accomplished.

“My style is learning enough about my team and the organization to understand how and why things work in order to set realistic yet challenging goals. I like to set goals and then give others flexibility in how they approach and reach those goals. I am always willing to roll up my sleeves in order to understand a problem and offer solutions.”

Nicole Neumarker, Chief Technology Officer, Alliance Health

In the technology world, things are always changing. No one understands this better than Nicole Neumarker, who has worked for various technology companies since the early 1990s. “Technology is constantly evolving and thus the way you solve a business problem or optimize it with technology is never the same twice,” she says.

Though she’s only been Alliance Health’s CTO for eight months, Neumarker has already added a layer of project management for optimization and increased satisfaction among her employees significantly. She has also promoted from within and given non-technologists the opportunity to build a career in technology by playing the intermediary between business and development.

Neumarker also recently helped to lead her company through a merger by integrating two different technology teams, which had both culturally and technically different approaches. “It’s an exciting time to be moving into because all technologists love building new platforms, and that’s what we have before us at Alliance Health,” she says.

“Being a leader is 80 percent about people and 20 percent about work. If you do the things that nurture and support the people who work for you, the work takes care of itself.”

Becca Taylor Rydman, Co-founder, Lilac Clothing and Tummy Trimmer Denim

Becca Rydman loves knowing that she helps women become more confident in who they are. As the co-owner of Lilac Clothing and Tummy Trimmer Denim, she works to create flattering styles designed to fit women in the bodies they currently have.

“Oftentimes we forget that we are unique and beautiful exactly as we are,” she says. “I know I am doing my part to boost the self-confidence of women around the world when I hear them say, ‘Thank you for helping me to feel beautiful again.’”

In the last few years, Rydman has grown her business tremendously. Her products are currently found in Nordstrom, Ann Taylor, Costco and nearly 400 boutiques worldwide. Knowing her customers—especially because she’s a lot like them—has helped her along the way.

“I understand the emotional experience of looking in the mirror and either feeling great or being greatly disappointed,” she says. “This empathetic connection with the customer has been crucial to our success as a company.”

“Take advice from those who are in a position you want to be in. That goes for all categories of life, not just in work.”

Pat K. Schneider, Chief Operating Officer, Twinlab Corporation

Although Pat Schneider has only been a part of Twinlab for a short time, she has long been passionate about the nutritional supplement industry. Her accomplishments within this space are vast—she has led existing business units to success, opened new markets and turned around failing companies for some of the leading Fortune 500 organizations in the health and wellness space such as Johnson & Johnson, Procter & Gamble and Herbalife.

Schneider is achievement-oriented and thrives in an environment where she can inspire others and see the tangible value of her efforts. She strives to lead by example and is relentless in her beliefs.

“Being a change agent in an organization is difficult and you cannot do it alone,” she says. “You need to constantly evangelize your beliefs and find those in the organization who will be your supporters. These allies will also strengthen you when you hit obstacles. Don’t surround yourself with naysayers, doubters and the down-trodden in the organization—those are the ones you need to inspire and lift up.”

“Never give up. Develop an internal support network that shares your vision to help you achieve your goals.”

Nikki J. Thon, Partner and Utah Tax Department Head, Eide Bailly LLP

Nikki Thon has always had a healthy curiosity and the tenacity to achieve her goals. That’s why it’s no surprise she has led Eide Bailly through many changes and is prepared for the future.

Thon believes the lack of a succession plan is the No. 1 issue facing her profession, so in 2007, she and another partner joined forces to put agreements into place, develop a plan that included a transition process, and benchmarked for future leadership and growth strategies. In 2012, her firm merged with regional accounting and advisory firm Eide Bailly LLP, and Thon led that transition with ease due to her foresight.

Thon is also the firm’s Utah liaison for its First Focus initiative, which nurtures a firm-wide culture where women are as likely to succeed as men. “By creating an environment and culture committed to women leaders, we are empowering women and changing the face of leadership within the business,” she says. “This is crucial to add diversity and a fresh perspective to the industry.”

“You will be in a great foot race when you are running alongside someone who pushes you outside of your comfort zone and opens your horizon.”

DeLaina Tonks, Director, Mountain Heights Academy

Under DeLaina Tonks’ direction, Mountain Heights Academy (formerly Open High School of Utah) was quickly catapulted onto the local, national and international stage as a pioneer in education, technology and digital learning. This impact is what Tonks enjoys the most about her work.

“It’s a win-win-win environment because the students perform better and get what they need, the teachers have more autonomy to customize and create content, and since their curriculum is freely available, tens of thousands of people across the world have access to high-quality open educational resources,” she says. “That’s powerful.”

Tonks holds herself to the highest of professional standards and expects the same of her faculty and students. As a result, Mountain Heights Academy has been the highest-ranking online school in Utah since it opened in 2009, based on both quantitative and qualitative data including transfer and retention rates, test scores, school grades, student performance, awards received and satisfaction surveys.

“Don’t settle. The sky’s the limit. If you think you can be a great secretary, why not a great CEO?”

Elise “Lisi” Whitworth, Managing Partner, Satdaya LLC

Elise Whitworth is a self-described “idea person.” She says, “I get thrilled by new ideas and just want to run and make it happen.”

This creative energy has led Whitworth through most of her life, up to her current role as managing partner for Satdaya in St. George. Since the company began, she's taken it from a web development service with a few contractors juggling projects to a full-fledged creative services firm.

Whitworth, who is deaf, also works to serve as a role model to other females in her industry, particularly deaf women.

"[I want to] do my part to help them prosper, to create a balance in the industry where men learn that women communicate differently and adapt," she says. "I am also very passionate about advocating for ASL. I believe that all deaf children should be taught ASL and have the opportunity to interact with peers using a language they are able to 100 percent understand and not be left out or behind."

"Do one thing at a time and you will be more likely to be more successful."

Jessica Thompson Yurgaitis, Vice President of Sales and Marketing, Industrial Supply Company

Industrial Supply Company has been a part of Jessica Yurgaitis' life since before she was born. "Some of our employees have been working for this business longer than I've been alive," she says. "Many knew my mother when she was pregnant with me—she was a former employee—and they've watched me grow up and grow in the business."

And grow she has. Yurgaitis started her career on the warehouse floor and worked her way up to vice president of sales and marketing. Over the years, she's also watched how the company has changed.

"Accomplishment is measured by adaptability to change through adversity," she says. "With 98 years of history, change is inevitable and you either change as business conditions do, or you struggle. Staying on top of our industry during this time is key to the success of our business, and for me that is my biggest accomplishment."

Yurgaitis also works to provide a collaborative team environment to engage as many people as possible to make educated decisions without slowing things down.

"Having a successful career doesn't always have to compromise being a good wife or mother. We can be powerful at work and gentle and nurturing at home."

Heather Deason Zynczak, Chief Marketing Officer, Domo

Heather Zynczak has spent her 20-year career focusing on bringing value to business through technology. She's held executive marketing and product management positions at some of the world's largest enterprise technology companies and currently serves as the CMO at Domo.

"This is my second full year at Domo, and I'm most proud of the amazing team I've built and the data-driven principles upon which we operate," she says. "I'm also proud that our marketing organization is a best-in-class example of how our own product changes the way marketers do business."

These results haven't come without challenges, but that's where Zynczak excels. She loves having tough problems to solve. "I love the challenge of strategically breaking problems apart, determining the solution and executing through to resolution," she says. "The most rewarding part, though, is seeing the result."

Zynczak is also a board member at Park City Day School and co-founder of Women at Domo, a mentoring community.

"If you want something, you need to go for it. Just do it. Believe in yourself. Prove to those around you that you can do it."