

## Nomination Form: 5625

Ogle, Vanessa

### Page: Nomination Form

#### Nominee's First & Last Name (or contact name for nominated company)

Ogle, Vanessa

#### Nominee's Business Title

CEO & Chairman of the Board

#### Nominee's Company Name

Enseo

Please select the nomination category

#### Category

Emerging Company CEO

- The nominee's company must own or develop proprietary intellectual property. Or the nominee's company develops technology that is sold to customers, which contribute to a majority of the company's operating revenues. Augmenting other companies' technology or intellectual property, that is marketed and sold separately, may satisfy this requirement.
- The nominee's company is headquartered in the Metroplex.
- The nominee's company has 2017 operating revenues of at least \$2 million but no more than \$200 million.

#### As part of the selection process, nominations will be judged on the following criteria:

- How the nominee has demonstrated leadership vision, commitment and involvement. (40%)
- What measurable accomplishments the company has achieved as a direct result of the nominee's leadership.. (40%)
- How the nominee promotes and provides positive impact to the technology industry and the community. (20%)

#### Award category judges' interview:

- Nominees for this award have the possibility to be interviewed by the judges on June 27th between 10:30 am and 12:00 pm. All nominees for this award should be informed of the potential for this interview.

**Was 2017 operating revenue between \$2 million and \$200 million?**

Yes

**Is the nominee's company a technology company?**

Yes

**Is the nominee's company headquartered in North Texas?**

Yes

**1. Describe briefly the company's business and industry sector.**

Enseo powers and manages the world's largest fully-monitored out-of-home media network, reaching over 50 million people annually. With 18-years in hospitality, Enseo is the fastest growing technology-based services provider delivering sustainable innovation for the largest hotel groups worldwide. The Enseo solution includes in-room entertainment, Wi-Fi, hotel branding, remote monitoring and management, group features, digital signage, associate distress, and more. Enseo enables hotels to engage with their guests by providing them with unique content choices such as Over-The-Top applications, and Bluetooth® connectivity through guest room TVs. Enseo is the first hospitality integrator to license and deploy Netflix®, Pandora®, YouTube®, Hulu®, Crackle®, and HBO Go®.

**2. Describe how the nominee has demonstrated leadership, vision, commitment and involvement. (40%)**

Vanessa is a part of notable technology and industry organizations including Hospitality Technology Next Generation (HTNG), American Hotel & Lodging Association (AH&LA), National Systems Contractors Association (NSCA), Women's Business Enterprise National Council (WBENC), National Cable and Television Association (NCTA) and University of Texas at Arlington, School of Education Ernst & Young Strategic Growth Forum. Vanessa's innovation stems from her ability to listen diligently to her customer's needs. She lives by the saying "Listen to "hear" not "reply," when working with customers. Her shrewd leadership skills, extensive knowledge of digital media solutions and her ability to listen and cater to her customer's needs has made her the root success of Enseo.

**3. Describe and define what measurable accomplishments the company has achieved as a direct result of the nominee's leadership. (40%)**

Vanessa remains a true innovator through a series of "firsts" that she introduced to the hospitality and technology industry. Enseo provided the core technology that became the first TV Guide channel in all 4,000-cable system headends nationwide. Other firsts include the ability to welcome guests via on-screen video and messaging on the hotel guest room television, a fully integrated set-back box capable of delivering home-like experiences, and, most recently, the first hospitality integrator licensed to stream Netflix and HBO Go services directly to the hotel room via a secure network. In 2013, Enseo transformed its business from a strictly hardware focus into a new role as a full-service integrator. At the heart of Enseo's business is innovation and Vanessa plays a key role in this on-going, day-to-day aspect of the company. As the CEO of a company that has been awarded 36 U.S. Patents, and the lead inventor on a majority of those, she knows the importance of bringing new technologies and ideas to an industry.

**4. Describe how the nominee promotes and provides positive impact to the technology industry and the community. (20%)**

Vanessa and her company Enseo sponsor two World First Robotics teams, one of which includes a two-time world finalist all-girls team. Along with supporting STEM programs across the county, Vanessa is a strong supporter of Girls Scouts of America. Vanessa also gives back to her community by donating generously to Heifer International, which provides gifts of livestock and training to help families improve nutrition and generate income. With two young daughters of her own, Vanessa spreads her love for children by giving to children's hospitals, such as Shriners and Scottish Rite Hospitals. Lastly, Vanessa is an avid supporter of McKinney Summer Musicals and many Faith-based initiatives across the DFW Metroplex. Additionally, Vanessa has decided to transform an annual company event into a benefit concert where all funds raised will be donated to the Houston Area Women's Center.

**5. Additional comments related to nomination.**

**Attach an optional document related to the nomination. (i.e. video, powerpoint, website) Judges may or may not review it.**

No File Uploaded