

Pamela M. Nicholson
President and Chief Executive Officer
Enterprise Holdings

Pam Nicholson is President and Chief Executive Officer of [Enterprise Holdings](#), the most comprehensive service provider and only investment-grade company in the U.S. [car rental industry](#). Enterprise Holdings operates Alamo Rent A Car and National Car Rental as well as its flagship Enterprise Rent-A-Car brand. The company and its affiliate Enterprise Fleet Management together offer a total transportation solution. Combined, these businesses – which include extensive car rental and car sharing services, commercial truck rental, corporate fleet management, and retail car sales – accounted for \$16.4 billion in revenue and operated 1.4 million vehicles throughout the world in fiscal 2013. Ranked by *Forbes* as one of America’s Largest Private Companies, Enterprise Holdings’ revenues also place the company near the top of the [travel industry](#), exceeding many airlines and most cruise lines, hotels, tour operators and online travel agencies.

Nicholson – a 32-year veteran of Enterprise – is only the third CEO in the privately held company’s 56-year history and the first to come from outside the Taylor family, which founded the company and grew it from a tiny start-up into the world’s largest car rental company measured by revenue, fleet and employees. Enterprise Holdings is still owned by the Taylor family and headquartered in St. Louis. As CEO, Nicholson is a corporate officer and the highest ranking woman at Enterprise Holdings and in the entire \$20-billion U.S. car rental industry. She is also the highest ranking woman among the world’s largest travel companies and, based on company revenue, ranks among the [top 20](#) female CEOs across all industries.

Nicholson leads the company’s extensive network of 8,100 neighborhood and airport locations worldwide – with 6,000 offices located within 15 miles of 90 percent of the U.S. population and more than twice as many locations as Enterprise Holdings’ nearest competitor. She also oversees Enterprise CarShare, Enterprise Rideshare vanpooling, Enterprise Car Sales and Enterprise Commercial Trucks as well as Enterprise Fleet Management, an affiliate of Enterprise Holdings owned by the Taylor family. During fiscal 2013, Enterprise Holdings continued the expansion of its [global footprint](#) and acquired the online ride-matching business of [Zimride](#) to complement its car sharing, vanpooling and car rental services. In addition, the company continued to be a [major recruiter](#) during 2013, hiring approximately 11,000 full-time employees, including more than 8,500 college graduates through Enterprise’s renowned Management Training Program.

Nicholson began her career with Enterprise Rent-A-Car in 1981 as a Management Trainee herself, after graduating from the University of Missouri with a Bachelor of Arts degree. Over the next 12 years, she was promoted through the ranks from St. Louis to Regional Vice President in Southern California. During that period, the Southern California group grew from 1,000 to more than 27,000 cars in its fleet, and is today the company’s largest operating group.

In 1994, Nicholson returned to her hometown of St. Louis to become a Corporate Vice President at Enterprise Holdings’ worldwide headquarters, overseeing the efforts of 10 operating groups located throughout the United States. She was also instrumental in establishing the first national preferred provider rental agreements between the company and many of the top auto manufacturers. In 1997, Nicholson was promoted to the top job with Enterprise Rent-A-Car’s New York group, the company’s second largest operating group. During her two years as New York’s General Manager, the group enjoyed excellent fleet growth and saw its profitability more than double. She was promoted back to St. Louis as Senior Vice President-North American Operations in 1999, was named Chief Operating Officer in 2003, appointed President in 2008 and then Chief Executive Officer in [2013](#).

For the past six years, Nicholson has been named to FORTUNE’s “Most Powerful Women in Business” list. Nicholson currently serves on the corporate boards of Energizer Holdings, Inc., and Enterprise Holdings, and is former chairman of the Humane Society of Missouri board of directors. She also is a generous supporter of a number of social causes in the St. Louis area, including the United Way. In addition, Nicholson’s past service includes serving on the board of the United Way of Bergen County, New Jersey, and on the board of INROADS of St. Louis, an employment program for minority college students.

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