
Pamela M. Nicholson

Chief Executive Officer

Enterprise Holdings Inc.

Pam Nicholson is Chief Executive Officer of [Enterprise Holdings Inc.](#) A 37-year veteran of Enterprise, Nicholson is only [the third CEO](#) in the privately held company's history and the first to come from outside the Taylor family, which founded the company in St. Louis in 1957. As CEO, she serves on the corporate board of Enterprise Holdings and is the highest-ranking woman in the company as well as the entire U.S. car rental industry. Nicholson also is the highest-ranking woman among the world's largest travel companies and, based on company revenue, ranks among the top female CEOs across all industries. Most recently, Nicholson was recognized by Automotive News as the [2017 Remarketing All Star](#). Also in 2017, Enterprise Holdings employees voted Nicholson in as the highest-ranking woman among the 100 chief executives recognized with a Glassdoor Employees' Choice Award, which recognizes the [Highest Rated CEOs](#). For the past 12 years, she has been named to *Fortune* magazine's list of "[Most Powerful Women in Business](#)."

Enterprise Holdings operates – through an integrated global network of independent regional subsidiaries and franchises – the [Enterprise Rent-A-Car](#), [Alamo Rent A Car](#) and [National Car Rental](#) brands, as well as more than 10,000 fully staffed neighborhood and airport locations in more than 90 countries. Enterprise Holdings is the largest car rental company in the world, as measured by revenue and fleet. In addition, Enterprise Holdings is the most comprehensive service provider and only investment-grade company in the U.S. car rental industry.

The company and its affiliate [Enterprise Fleet Management](#) together offer a total transportation solution, operating 2 million vehicles throughout the world. Combined, these businesses – accounting for \$24.1 billion in revenue in fiscal year 2018 – include the [Car Sales](#), [Truck Rental](#), [CarShare](#), [Rideshare vanpooling](#), [Zimride](#), [Exotic Car Collection](#), [Car Club \(U.K.\)](#) and [Flex-E-Rent \(U.K.\)](#) services, all marketed under the Enterprise brand name. The annual revenues of Enterprise Holdings – one of America's largest private companies – and Enterprise Fleet Management rank near the top of the global [travel industry](#), exceeding many airlines and most cruise lines, hotels, tour operators, and online travel agencies.

Enterprise Holdings' growth is closely tied to its regional subsidiaries' ability to continue recruiting customer-service minded candidates and properly developing them through the company's renowned [Management Training Program](#). CollegeGrad.com has repeatedly recognized Enterprise Rent-A-Car as the [No. 1 Entry Level Employer](#) for college graduates.

Nicholson began her career with Enterprise in 1981 as a Management Trainee herself, after graduating from the University of Missouri with a Bachelor of Arts. 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 regional subsidiary grew from 1,000 to more than 27,000 cars in its fleet, and today is the company's largest regional subsidiary.

In 1994, Nicholson returned to her hometown of St. Louis to become a Corporate Vice President at Enterprise's worldwide headquarters, overseeing 10 regional subsidiaries throughout the United States. She also was 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 in New York, the company's second largest regional subsidiary. During her two years as New York's General Manager, New York enjoyed excellent fleet growth and saw its profitability more than double. She was promoted back to St. Louis as Senior Vice President of North American Operations in 1999, named Chief Operating Officer in 2003, appointed President in 2008, and promoted to Chief Executive Officer in [2013](#).

Nicholson currently is a global member of the [World Travel and Tourism Council](#) and serves on the board of directors of Hyatt Hotels Corporation. In addition, she is former Chairman of the Humane Society of Missouri board of directors and a generous supporter of a number of social causes in the St. Louis area, including the United Way.