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## **Pamela M. Nicholson**

*President and Chief Executive Officer  
Enterprise Holdings Inc.*

Pam Nicholson is President and Chief Executive Officer of [Enterprise Holdings Inc.](#) A 34-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. For the past ten 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 regional subsidiaries and franchise locations – the Enterprise Rent-A-Car, Alamo Rent A Car and National Car Rental brands, as well as more than 9,600 fully staffed neighborhood and airport locations in more than 85 countries. Enterprise Holdings is the largest car rental company in the world, as measured by revenue, fleet and employees. 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 nearly 1.9 million vehicles throughout the world. Combined, these businesses – accounting for more than \$20.9 billion in revenue in fiscal year 2016 – include the Car Sales, Truck Rental, CarShare, Rideshare vanpooling, Zimride, Exotic Car Collection and Flex-E-Rent 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.

With more than 97,000 employees today, Enterprise Holdings' growth is closely tied to its ability to continue recruiting customer-service minded candidates and properly developing them through the company's renowned [Management Training](#) program. In 2016, CollegeGrad.com announced Enterprise Rent-A-Car as the [No. 1 Entry Level Employer](#) for college graduates.

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. 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 with Enterprise Rent-A-Car's New York group, 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-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.