



*A Partner You Can Trust*

## **The Business Journal's July 2005 Q & A "2005 Women in Business – Changemaker" Award**

**Nita Singh**

**President, CEO, and founder since 1990, American Business Communication Inc.**

Work experience - Prior to starting American Business Communication, I was previously employed for seven years at Allnet Communications, an early pioneer in the deregulated environment, which followed the breakup of the Bell System. I worked in various positions including successful Sales and Sales Management roles, as well as Customer Service, Credit and Collection, and Technical Support. It was during this time that I realized the importance of addressing "customer-advocacy" within an industry that seemed destined to always be changing.

Memberships / Other - Vice President, Board of Directors - Camp Heartland - a non-profit organization for children infected with or affected by HIV/AIDS. I also serve as the Chair of the BOD nominating committee. My involvement and that of my company with Camp Heartland goes back to the early days of the organization and includes work done in providing "pro-bono" telecom management services that allows the non-profit to benefit from more effective collection of contributions across America during fund-raising events.

Proudest accomplishment - Professionally: My proudest accomplishments related to my business include the success we have in gaining new clients based on what we have delivered to current and past customers, and the fact that ABC has been profitable since its second year and has never had to lay off an employee in 15 years. Personally: My adventure with my son Myles who is 5 years old and who challenges and rewards me each day.

Affected change - At ABC we have brought an independent voice to the world telecommunications services. We truly look out for our business clients in an environment that is constantly changing. We recognize the incredible product enhancements and resulting productivity new services offer - but realize and hold accountable vendors on issues including pricing, delivery, and optimization. We provide expert solutions to the variety of voice and data providers and their options by offering businesses independent, unbiased audits, negotiations, and complete managed services. ABC goes beyond the rigidity of specific carrier or provider solutions, and partners with client's in-house management as well as telecom and IT teams to provide "best practice" management.

Goals, 2005 and beyond - At ABC we talk about continuing to execute our business model which provides our clients expert insight into the management of telecom services in such a way that their business goals are achieved. Our goals will continue to revolve around maintaining our expert knowledge as technology such as voice, data, and video convergence continues via both hardwire and wireless. We also will strive to continually create best practice partnerships for complimentary services that benefit our clients' goals in pricing and applications.

Role Model - Mother. Early on in India, we lived the upper class life of a political family [Singh's father was a member of Parliament] and my mother risked it all by moving to the US initially alone so that she could build the foundation for the family to relocate. The stress of moving took its toll and my parents separated; my mother raised me alone while also caring for her elderly parents. My mom taught me you could do what ever you put your mind to no matter how great the obstacles. She gave up everything for herself to give me what she believed would be endless opportunity here in America.

Married - To Daniel Johnson since 1993. In 1994, Dan and I also founded MedServe Link, a medical technology company that now operates very successfully as SearchAmerica in Maple Grove, MN, with Dan serving as CEO and President.

Challenges balancing family and profession - Two married CEO's and a child can create a real challenge in balancing home and work. I work hard with my spouse in addressing this challenge. A big milestone has been in delegating responsibility to key staff in my office. The results have been phenomenal, their empowerment and accompanying responsibility has streamlined many internal functions and decision-making, creating a faster, leaner, smarter ABC - which allows me the necessary time and focus to commit to home life.

Advice to others, including women professionals - Don't allow others to set your limitations. When you feel you have no more to give, give a little more and push yourself outside of your comfort zone. Most importantly, be true to yourself and conduct your business with integrity and honesty.