



# Jason Norton

Tech9 | Chief Operations Officer | Lehi | 34

Jason Norton was around 9 when he developed his dream of being a CEO. His dad ran a business and would bring Jason along to see inside the professional world. "I would talk with the clients and collect the checks and always tried to be really professional," he says. And in turn, people would tell him he'd make a great CEO one day. Now, as COO, he has honed his project management and leadership skills. Before he joined Tech9, the company was one of his team's clients at Stotion. When Tech9 acquired Stotion, Tech9's CEO Nick Stice already had an eye on Jason's expertise. First impression? Nailed it. In just under four years, Jason shortly took charge as a director of operations, VP of operations and now leads in his current role as COO. Surrounded by teams of dedicated engineers, designers and project managers, Jason and his teams continue to "#TechHappily."

**PROUDEST ACCOMPLISHMENT** Joining the C-suite in my 30s! **THE GREATEST REWARD** Being able to help make and keep people happy. At Tech9 we put a heavy emphasis on happiness and we want people to "Tech Happily." The most rewarding part of my job is meeting with our clients and employees and hearing that we are keeping them happy. **LEADERSHIP STYLE** I always try to lead by example. If I want the people who report to me to work hard, I set that example of working hard. If I want the people that I work with to be setting goals, I set goals myself. Each year I tried to improve and be better than I was. By the end of the year, I hope the Jason of 2023 will be better than the Jason by the end of 2022. I try to set that example of continuous improvement as well. **OVERCOMING IMPOSTER SYNDROME** I run and workout. Running helps clear my mind and process events that have happened. I also do retrospectives with myself to see how I can improve. I also do my best to focus on getting better each day. **THE BUZZ ABOUT UTAH** I used to work in DC, Baltimore and Northern Virginia. One of the things I think is unique here in Utah is that people here genuinely care about you as an individual and they are very dedicated to their crafts.

# Susannah "Suz" Duke

Pelion Venture Partners | Principal | Cottonwood Heights | 32

Entrepreneurs have the vision, and Susannah brings them to life. Since 2018, Suz has played an influential role in the startup community. Based along the Wasatch Front, Pelion has invested into early stage software companies with local portfolio business including MX, Weave, Neighbor, ObservePoint and Nomi Health. As principal, Suz's leadership is people- and strategy-driven. She actively listens to her partners and cohorts, seeking ways to implement those ideas based around Pelion's goals and vision. But goodwill doesn't stop with startups. Suz is an advisory board member with the Women Tech Council, spending time to make a difference in accessibility for the ladies dreaming of tech. Her schooling reflects her dedication to excellence as well — she received her MBA from BYU and was chosen as a Hawes Scholar and a Savage Scholar. In each endeavor, Suz is engaged in empowering others.

**PROUDEST ACCOMPLISHMENT** I'm proud of the founders we've backed and the amazing companies they have and are building. Other accomplishments I'm proud of include being a mom to two of the cutest kids ever born. **MAIN MOTIVATION** My main motivation is investing into a company that will further technology and create hundreds and hopefully thousands of jobs. I love having the opportunity to meet with people every day that are willing to quit their jobs to start something they are passionate about. I'm very lucky to work with the founders I work with. **THE GREATEST REWARD** Watching the companies we invest in succeed over time. Pelion invests at the earliest stages, so we are seeing a company from three employees grow to hundreds and sometimes thousands. It's inspiring watching a vision turn into a reality. It's especially inspiring to watch it happen here in Utah. After exits, we see the wealth from that startup redistributed into the next wave of Utah companies. **BEING YOUNG IN BUSINESS** The best part is being naive. Being naive in business can be so valuable. You reach higher than you probably should, and usually that gets you further than you would have been. I've also found I get incredible mentors who care about my career and want to see me succeed. **OVERCOMING IMPOSTER SYNDROME** I remind myself of my strengths and how I add value. **ULTIMATE CAREER DREAM** I know I want to continue to invest in amazing startups and hopefully help them become great companies.