



Cathy Coloff

Managing Member



My company, IT Radix, provides technology consulting and support.

How long have you been in the technology industry?

I have been in the information technology (IT) industry for 30+ years. I started in corporate and moved to small-to-medium sized businesses in the late 1990's.

Where do you currently work?

IT Radix is an IT consulting and support company that provides managed services, user support and IT projects for area businesses.

CATHY'S FUN FACT

My favorite book is The Power of Nice: How to Conquer the Business World with Kindness.

How do you spend most of your time at work?

- 1) Work with clients to evaluate, select and implement computer technology solutions to deliver their products and services such as email, Internet access, basic computing, information sharing, cybersecurity and more.
- 2) Guide our sales and marketing team members on our various campaigns to showcase our services to prospective clients and sell more services or solutions to existing clients.
- 3) Monitor and manage the work activities of my team of 30+ individuals including technical work, accounting, sales and marketing.
- 4) Educate our clients and our team about technology use to solve business issues.

Why did you choose this career?

I enjoyed solving problems, and my dad encouraged me to pursue an engineering degree in college.

What did you do to prepare for this career?

I have a BS in Electrical Engineering, a master's degree in the Management of Technology, along with a myriad of technical training classes and certifications in the network and computing field.

What do you enjoy most about your job?

Applying things that I've learned in our clients' business to help make technology easier for them or more secure.

What do you find most challenging about your job?

Negotiating with clients on matters of price.

What is one piece of advice you would give to a young person who is interested in your profession?

Never stop learning - technology is always changing!

