



2018 Ones to Watch: Nadine Cino, CEO and Co-Inventor at Tygabox

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Name: Nadine Cino LEED AP

Title: CEO and Co-Inventor

Company: Tygabox

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Year that you entered your current field? 2007

How do you motivate or inspire your colleagues?

Motivating others is a great opportunity for me to deconstruct what I thought were good leadership best practices and be innovative whilst being mindful that in the end, I'm essentially a magnet, and the best I can do as a leader, is to attract the behavior I want to see in the other person. The essential question is what is it that I need to do to attract that behavior, and does that allow me to remain in integrity with who I like to think I am?

What are your professional goals for 2018?

My professional goals combine business success and a few checkmarks off my bucket list LOL! My partner and I have worked hard for over a decade waiting for technology to catch up to our vision, and now, with the proliferation of smartphones, the time has finally arrived! Reading between the lines – that translates into very little time off and not much in the way of vacations. By year end, I'd like to see a stable base of recurring customers, 3 strategic partners and add 4 people to our team. With those people on our team, I'd like my sweetie and I to go to Paris for 2 weeks and unplug!

How do you contribute to the future of your industry?

The ways in which contributing to the future of our industry come naturally to me (being an insatiably curious person), and have me walking down the path of being an accidental inventor in the IIoT/RFID space, becoming a blockchain subject expert, a sustainability thought leader and a mentor to high-school/college student, helping them drink from the firehose called entrepreneurship.

How do you manage the work/life balance?

I don't even attempt life/work balance. I work hard, I love what I do – it's mostly effortless to me, and I'm co-founder and co-Inventor with my life partner and light of my life! I've got a lot going for me and a lot to look forward to. It seems to me that as long as I'm putting good energy into the universe – the "balance" will find its way to me.

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