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Penfield's Iveth Reynolds owns own staffing firm

DANIEL WALLACE • STAFF WRITER • AUGUST 23, 2008

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ADVERTISEMENT Iveth Reynolds worked her way up the ladder from administrative assistant to owning her own staffing company, Tri-Mar Consulting Inc. in Penfield, which she established in 1998. Reynolds said her success seems to have come together like a connect-the-dots puzzle.

What do you do?

I handle the day-to-day operations for my company, Tri-Mar Consulting Inc., a national staffing company that recruits talent for technology and business development.

What kinds of challenges did you face early on in your career?

Time management and career management were the biggest challenges. When I graduated from high school, I went straight to work as a payroll clerk. On top of a full-time job, I started school at Fordham University in New York City.

Back then, you didn't hear too much about work-life balance. Employers had no interest in what was going on outside of work — you needed to get your work done even if it meant staying late. I had to be creative and come up with ways to get things done, like working through lunch and coming in early.

What was your biggest hurdle?

I had to manage my needs and career development with the needs of my employers. I've always been the type of person who wanted to learn as much as possible and contribute where I could. But I had to learn there was a time and place for everything. As an administrative assistant I can remember attempting to contribute and being told it was important for me to just take notes. I could have taken it personally, but they were right. They hired me to take notes.

But there were other opportunities in similar roles where I could have more of an impact. I was once an admin for a project team that implemented company-wide network systems that spanned several states. I was always volunteering for extra assignments and before you knew it, I was helping to develop solution scenarios for the IT guys. Little did I know I was stepping into process re-engineering and business analysis.

Who were some of your mentors?

I was fortunate to have a good support system at home.

Fortunately for me, I also had supportive people at my job. Jemma Du, a payroll manager, helped me understand the mechanics of the business. Karen Woodward, a recruiter at my firm, helped me maintain a balanced life and was a second mother to me. Bob LiCalzi was the top producer for the firm and he became like a brother to me and had a genuine concern and interest in my career.

There are many others who have become personal friends. All of these people inspire me by simply living their lives with strength and dignity.

What organizations do you belong to?

Latinas Unidas, an organization that unites Hispanic women; Learning Disabilities Association, Life and Learning Services; The National Society of Hispanic MBAs, an organization that fostered leadership through

Related Video

Iveth M. Reynolds is the founder of Tri-Mar Consulting & Staffing.



For Penfield's Iveth Reynolds, who worked her way up the ladder from administrative assistant to owning her own staffing company, success seems to have come together like a connect-the-dots puzzle.

IVETH REYNOLDS
CEO, Tri-Mar Consulting Inc.
Age: 39
Town: Penfield
Education: Bachelor's degree in economics, Fordham University
Family life: Husband Mark, daughter Priscilla, son Mark Jr.

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graduate education among Hispanics. As a member of the New York City chapter, I've been commissioned to start a Rochester branch, which I hope to have up and running in 2009.

But the one organization I found most beneficial for my career was my affiliation with the United Way Hispanic Leadership Development Program, now called the Latino Leadership Development Program. Its mission is to groom and train Latinos to policy-making positions in the communities they live in.

How do you balance work life?

I schedule time for my family each day. It is the first item I plan because my husband and kids are my No. 1 priority.

What's your advice for other young professionals?

I remember my father giving me some good advice during a pivotal time in my life, which I still use today. He said, "You've made a choice and need to look forward and not dwell on the past. Keep an eye on where you are going and you'll be OK."

DJWALLAC@DemocratandChronicle.com

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