

## Sindi Major-Martinez's Story

Written by Angela Newman

---

*"I always knew I was going to work in business and be a CEO. I wasn't sure on the industry but I knew it would fall into place."* These are the words of Sindi Major-Martinez. Sindi grew up on a ranch in northern Arizona with her four siblings; two older brothers and a younger and older sister. During their free time when they weren't in school or studying, the boys would help their father with the cattle while the girls would stay inside doing 'girl things'. Sindi remembers, *"Instead of staying home and cleaning house with my mother and sisters, I would always go with my dad and brothers because I was intrigued to see how ranchers made money. When the bankers would come to the ranch I would always ask to go so I could learn how the business end of our ranch operated."*

It was then she learned how to roll up her sleeves and work hard with the understanding that not all things are within our control. She recalls a vivid memory of sitting on the steps of the front porch looking up in the sky and searching for rain clouds. *"If the clouds came and it rained, then my family could go on summer vacation. If the clouds didn't come, then our vacation would be postponed until it rained."* She still recalls this memory on the ranch when things are not happening as quickly as she'd like which reminds her that she is not always in control.

With parents highly focused on the importance of education, it was an expectation in her family that after graduating from high school, you would attend college and all five of the children did. Sindi had never worked on a computer before starting school so she decided to enroll in basic programming and it was there her love for technology began. *"It's hard to believe we actually saved our programs on cassette tapes!"* After graduating from Northern Arizona University, Sindi worked in the business world for several years and then decided to go back to school for her graduate degree. *"I was much more focused at 38 than I ever was at 18, so even with a 2-year-old at home I decided I was ready. I went on to complete my masters at the W.P. Carey School of Business at Arizona State University in the Executive Business*

# Pink Ladders™

*Program. It was rough working full-time, going to school and being a mom but I had a lot of support from my family and other parents who were also in the program.”*

Being a woman in business and especially in management has its challenges as Sindi explains. She and her husband both run their business, but people automatically assume she is his secretary. But she has learned to make a conscious decision to not let other's assumptions become obstacles for her. She's learned the best way to handle obstacles and challenges is to both speak up and listen. In one such case, Sindi definitely spoke up! She was working in a large corporation and noticed the 'higher ups' would invite the guys in the office to go golfing but never the women. She didn't think this was right so she marched into her boss's office and asked him point blank, *“Why don't you invite the girls?”* She knew she was not a very good golfer; in fact she was terrible but it was the principle. She wanted and needed to stand up for herself knowing she would probably make a fool of herself because of her lack of golfing skills. She ended up doing just what she thought - making a fool out of herself while playing a round of golf with the guys but it made for a good story at the office and helped her gain respect.

Sindi knew she wanted to be a CEO someday, but doing what and for whom was the unknown. But as fate would have it, after working in the business world in larger corporations for several years and taking her first class as a computer programmer, she is now the CEO of an information technology company, Sindel Technologies. *“Like I said, I knew it would all fall into place.”* What she is most proud of is the progress that Sindel has made. The past three years her company has focused on values based employment resulting in great team work which not only benefits the employees but their clients as well. *“The key to my success has been through fostering a good team. It's really not the awards on the wall; it's touching your employees and making a difference.”*

Sindi is a proponent of goal setting and affirmations to help her achieve success. She practices affirmations and writes down her goals not only for her personal life but for the company. She believes that by doing so it “commits” you to get it done. Company goals are written down in order to give direction on where she wants to take Sindel next and set priorities to get there. She says, *“When I'm feeling overwhelmed I look back at my goals and see how I am following them.”* Sindi also carries affirmation cards in her wallet to remind her of what's most

# Pink Ladders™

important in life and has two favorites she has shared with Pink Ladders. *“Lead by example”* and *“be a champion for change.”*

But it's not just setting goals and saying affirmations that have brought Sindi her personal and professional success. It's learning from mistakes, not having fear of making mistakes, (because we all will) listening to others and accepting their feedback. Having mentors and being a mentor has also contributed to her climb up the career ladder and she strongly recommends it for every woman.

Her advice to other women climbing their Pink Ladder to success - *“It's important right from the start to have a plan. Set goals, write them down and follow them. Seek out mentors and realize that most people want to help you be successful; you just have to ask for the help.”*

---

Sindi Major-Martinez, CEO of Sindel Technologies can be reached by visiting her website at [www.sindel.com](http://www.sindel.com).