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MEMBER PROFILE - JANUARY 2002

Julie Lenzer Kirk

The old adage, "If you want something done, give it to a busy person," is certainly appropriate for Julie Kirk. WBO's president is also president and CEO of her company, Applied Creative Technologies, Inc. Julie also serves on the board of her homeowners' association, coaches her daughter's soccer team, travels all over the world on business, and utilizes her spare time (what spare time?) to read and grow roses. "I get more done when I have more to do," says Julie.

Born in Dallas, Julie earned a Bachelor of Science degree in computer science from Texas A & M University. She came here as a college co-op student and stayed when IBM offered her a job. While at IBM, Julie designed a warehouse management system utilizing barcodes on product for tracking. Eventually she branched out on her own, doing consultant work for the Iams Company and IBM. When Iams asked her to develop a new system using the barcode and tracking system concept, Julie's business grew rapidly. Her husband came to work with her and, in 1997, ACT had 4 people involved in Applied Creative Technologies. At the end of 1998, she had 11 people. Now in her third and much bigger office (4000 sq. ft.), Julie is president and CEO of her company and has 19 employees.

ACT's business involves tracking and collecting data throughout a company's manufacturing process. The barcodes help find and track products, a concept which is useful to many companies. Through their contracts, ACT maintains ownership of the software, which can be resold to other companies. Now many companies use ACT software. Julie does a great deal of consulting and speaking at conferences about new systems and challenges in manufacturing systems. Originally a programmer, Julie no longer does development. Her biggest challenge in the last year has been transitioning from "technical leader" to president/CEO. Her husband, who had been doing financial/operations work for ACT, is now phasing out of the business to be part-time.

Julie likes working with customers and solving problems. She likes the creative aspects of her work and calls herself "a random access mind." She has clients in Venezuela, Argentina, and the Netherlands; Julie has been to Holland four times in the last several years.

A WBO member for two years, Julie is now president. She calls WBO "an amazing group of women, all diverse, but with a great deal in common." She likes our "confidence and ability to take risks, and share common problems and common challenges. We help come up with solutions. WBO attracts people who work well together."