

# JACKSONVILLE BUSINESS JOURNAL

## ULTIMATE TECH LEADER

### Kristine LaBarbera

Director of Client Enablement for NLP Logix



BY TIMOTHY GIBBONS  
Editor in chief, Jacksonville Business Journal

**What are your job responsibilities?**

NLP Logix specializes in building technology solutions in a few different areas: Analytics/Reporting, Data Capture (OCR, RPA), Modeling (Tabular, Language, Image), and Application Development.

My team is responsible for enabling the long-term success of our technology solutions and enabling our clients to maximize the value of their investment through solution adoption and value realization activities. To execute on this responsibility, my team is structured into 3 primary functions within our company: Client Success, Client Operations, and Help Desk. Our Client Success function is responsible for client retention, growth, and ongoing client relationship management, our Client Operations function is responsible for ongoing support, maintenance, and optimizations for our technology solutions, and our Help Desk is a function that supports our internal employees. My team's involvement spans the portion of the client journey during and after production go-live activities.

**What is your greatest professional accomplishment in the past three years?**

Last July, I was provided with the opportunity to build out a new team for NLP Logix. This has become my current team and provided the opportunity to build an operating model for supporting our technology solutions in a scalable way. It was a challenging time for our team and stretched us in many ways, pushing us to grow closer as a team, work through challenges along the way, and build/refine new process along the way. We have a great executive team at NLP Logix who has mentored and provided direction to me throughout that journey. I also have a great team that exhibits such great attention to quality, strives to continuously learn and improve, and I'm thankful for the heart they have for providing the best level of service to our internal teams, clients, and each other.

**What has been the most satisfying moment of your career?**

Having the opportunity to be a working mom, raising 4 young kids (ages 7, 6, 3, and almost 2). Many moments are challenging juggling both home and work life, but I have a very supportive husband who helps to hold our family together!

**How have you helped your organization deploy technology to the best effect?**

My team's involvement typically comes after the solution has been built and deployed by our other teams. We ensure the solution remains stable and reliable for our clients by proactively monitoring and optimizing, along with reacting to end-user issues and other alerts. As things change in production, we are monitoring solution health and able to react quickly to adapt to those changes.

**How has your leadership helped your company grow?**

I've had the opportunity to be with the company throughout the last couple years of major growth. This has allowed me to serve in a few different areas and at different points of our client journey, including pre-sales, project kickoff, execution, and now focused on long-term support of the technology solutions and client relationships.

**How do you help mentor the next generation of tech talent?**

We've had the opportunity to bring on a couple interns to my team over the past 6 months. Using this model of growing talent from within, I see the mentoring of the next generation as organically grown by serving along-

side them during the day-to-day operations. They've had opportunities to be on the front lines of technology client operations, while learning the intricacies of the different types of technologies we build at NLP Logix. It's also provided my other team members with opportunities to mentor these interns as they guide them and work closely with them each day.

**What advice would you have for young technologists just starting their careers?**

Take time to interview people who are further along in their career! You'll learn invaluable lessons and also get an understanding of all the career paths available in technology or business in general. Don't be afraid to try something new, whether it's starting a job in a totally new industry, pivoting at some point in your career, or just learning a new skill.

**What advice has had the most impact on you personally or professionally?**

I have often thought of the following verse along my career journey. "Whatever you do, work at it with all your heart, as working for the Lord, not for human masters," Colossians 3:23

**What technology or innovation on the horizon are you most excited about and why?**

The increase in automation is exciting as companies look to reduce operating costs and streamline their workflows. Since we do so much of this as NLP Logix, I'm excited to get more exposure to different industries and business use case for these types of solutions.

**In what ways do you give back to the community (board membership, volunteering, etc.)**

This season of life is busy with our 4 young kids, but my husband and I currently volunteer at our church in the VPK class.

**What does the First Coast business community need to do to grow its technology and innovation sectors?**

Continued involvement with the local high schools and universities to help steer programs and provide learning opportunities to these students.

**As you look over the next decade, what is your goal for you and/or your organization?**

Continue striving to bring our best each day as we seek to bring value to our clients and internal teams.