

# 20 UNDER 40



## Danny Garrido, 34 Director, dealer operations, ADT

**D**anny Garrido started his career in security as a door-to-door salesman for an ADT dealer. "My brothers, who were working in broadcast sales, made fun of me. They says, 'you're never going to make any money walking around in shorts and an ADT polo shirt,'" he says.

The brothers were wrong, and two years later, Garrido opened up his own ADT dealership. From there he was recruited by Brink's to open a Chicago office, moved to Brink's corporate, and now that ADT has swallowed up Brink's/Broadview, he's come full circle and is working for ADT once again.

Garrido believes that most young people have the same perception of security that his brothers had years ago. "We need more career days, more involvement in non-industry events," he suggests. Garrido says building a legacy is all about building good relationships.

"When you think about the company first and me second, you do the right thing to grow the company, that's worked for me. I want to be remembered as a guy who was successful wherever he went, who did things the right way, not by any means necessary, but by the right means."



## Chris Hendriksen, 32 President, Valued Relationships, Inc.

**C**hris Hendriksen wasn't thinking "medical monitoring" when he got out of college. "My business partner Andy Schoonover and I were looking for a business in an industry that had a lot of growth potential that we could be a part of for a long time," Hendriksen says. "PERS is an industry that really rewards those who work hard and do the right thing and act smartly."

Hendriksen says educating up-and-comers about the potential of the industry is a sure way to attract more entrepreneurial talent. "One of the things we need to do a better job at is letting people know that even if you're young, you can start your own business and succeed if you work hard and do a good job," Hendriksen says. "That's pretty compelling."

Hendriksen isn't concerned about his personal legacy as long as VRI continues to grow and serve. "I want my legacy to be what we've built. I want to be the best medical monitoring company in the country—in the world," Hendriksen says. "I want people to say, 'Wow, that's a really good company. They did amazing things, helped lots of people and saved a lot of lives.'"

Chris Hendriksen



## Matthew Hoffman, 35 President and CEO, Hoffman Electronic

**M**att Hoffman like many other security industry folks grew up in the industry. "My dad started Hoffman security out of our house and I started pretty young, running cable on jobs and then in high school helping with inventory and data entry," Hoffman says. "My father died and I decided I would take a break from my job and run the operation for a bit. I fell in love with all aspects of the business and got real excited to see it grow."

Matthew Hoffman



## Jennifer Jezek, 35 President, York Electronic Systems

**J**ennifer Jezek began working at York Electronic Systems, her family business, after school when she was 12. "They wanted to keep me out of trouble," she says. She worked part-time at York through college and "did literally every job in the company."

After graduation, she was ready to work elsewhere and took a job in IT. "Eight years ago, I was looking for a job and I called my father to ask him to review my resume," she says. "He started talking about entrepreneurship and I was hooked."

Jennifer Jezek