

Utah State University

DigitalCommons@USU

---

Jon M. Huntsman School of Business News  
Collection

Colleges

---

3-6-2015

## ELS Speaker Nicole DeBoom: Balancing Dreams and Reality

USU Jon M. Huntsman School of Business

Ashley Brasseaux  
*Utah State University*

Follow this and additional works at: [https://digitalcommons.usu.edu/huntsman\\_news](https://digitalcommons.usu.edu/huntsman_news)



Part of the [Business Commons](#)

---

### Recommended Citation

USU Jon M. Huntsman School of Business and Brasseaux, Ashley, "ELS Speaker Nicole DeBoom: Balancing Dreams and Reality" (2015). *Jon M. Huntsman School of Business News Collection*. 223.  
[https://digitalcommons.usu.edu/huntsman\\_news/223](https://digitalcommons.usu.edu/huntsman_news/223)

This Book is brought to you for free and open access by the Colleges at DigitalCommons@USU. It has been accepted for inclusion in Jon M. Huntsman School of Business News Collection by an authorized administrator of DigitalCommons@USU. For more information, please contact [digitalcommons@usu.edu](mailto:digitalcommons@usu.edu).



# ELS Speaker Nicole DeBoom: Balancing Dreams and Reality

By Ashley Brasseaux

What do you get when you take a triathlete and turn her into a business woman? Nicole DeBoom.

After a career as a professional triathlete for 10 years, Nicole is now the founder and CEO of [Skirt Sports](#), a company that has revolutionized the woman's athletic wear industry. Many might say such a drastic change in a career path doesn't happen overnight, but for Nicole, it only took a single run. While training for an upcoming race, Nicole was running through town and happened to notice her reflection in a large store front window. She was wearing her husband's sweats, baggy clothing, and realized she looked and felt like a boy. It was after this moment, what she calls her "epiphany run," that she knew she wanted to create a way for women to look and feel pretty while training. Skirt Sports became the first company to create an athletic skirt specifically designed for running, and the brand became an icon that women across the nation identified with - the feeling of health and beauty regardless of size.

Nicole knows that whether you're starting a business or running a marathon, it's important to break your goals down mile by mile. When starting a business Nicole says, "Don't quit your day job, but move forward with reality in mind." She suggests as you begin your journey to start with a business plan, think about your mission and core values, and dream while listening to reality.

Nicole's determination, perseverance, and big dreams both in and out of her running shoes, are a great example to anyone seeking to know what it takes to discover their inner entrepreneur.