



Nicole Bautista

Internet Content Manager
Class of 2000

By Jacob Luna

Is it cable? Or is it satellite TV? No it's Sezmi! Sezmi is a technology company that is developing a product and a service that will be an alternative to both cable and satellite TV. The company's current Manager of Content Operations is Nicole

Bautista. Nicole is a graduate of Waiakea High School's class of 2000 and a graduate from Loyola Marymount University in December, 2003. During her lifetime she has held many different careers in the technology field. She was first the manager of a fan-club website for a TV show called ***The X-Files***. Then she listed products on a website for a company that sold movie props. Later, she worked in Purchasing Operations at Netflix, where she found the inspiration for her present career. During her time at Netflix, she met many other employees who had greater knowledge of the internet technology, which motivated her to further her studies. So now, she is working towards a degree in Web Programming.

Nicole is a simple woman. She loves to learn. Her happiness comes from having the opportunities to continue learning. She sets goals for herself and is determined to accomplish them. In the beginning, she lived in a one-bedroom apartment separated by a curtain which she shared with a roommate. However, she enjoyed it because she knew that she was able to pay her own expenses. She is proud to be able to support herself financially and takes pride in what she earns and definitely in what she does.

Sezmi is a start-up company currently developing a product that is a set-top box that acts as a DV-R and has additional video on-demand content that is delivered via the customer's broadband internet connection. During these economic down times, Sezmi is thinking about their customers by charging monthly subscription fees less than half of the cost of traditional cable. What sets Sezmi apart from all the other companies is that it is attempting something that has never been done before. Cable channels will be delivered to the customers via

broadcasting airwaves, while the VOD content will be delivered over the internet to a set-top-box that will function as a DV-R. Nicole, along with 100-124 other employees spread out across three offices, one in Silicon Valley, another in Florida and the one in Los Angeles where she currently lives, are working toward creating this product, which you could purchase and install yourself. No more phone calls to companies and waiting for the cable man to come. You do it all by yourself. However, considering that this has never been done before, new technology is needed to be developed in order to make it happen.

When starting a new product, a lot of things are involved in making sure customers get what they pay for, which makes Nicole's position an important one. She is responsible for all of the video on-demand content that the customers will see on the service. She works with movie and TV studios and distributors to get their content into the system and onto the service in a timely manner. Sezmi hopes to go nationwide within the next six months. For now, they are doing test trials in select markets across the country.

She feels that the quality of her academic education at Waiakea High School was more than excellent, but she could have graduated as a more well-rounded student. She took a lot of math, science and English courses, but in college she knew she wanted to explore other fields, so chose to major in Filmmaking and Screenwriting. Her advice to anyone interesting in pursuing her career is to educate yourself with business courses. Also, always value opportunities to lead a group or a project. In her field, it is important to stay on top of the latest trends and technology in digital entertainment. Her number one advice to students is to go where your interests lead you. When she was 15, she started creating websites, which led to her first job at age 17 working for a dot-com.

