

St. Louis' Unsung Heroes in Business

Spreading the Gift of Connection

Laura Jones | Regent Power and Women President's Organization

Laura Jones is a serial entrepreneur based in University City and who is an unwavering champion of promoting the St. Louis region and boosting economic development for the betterment of all.

She is currently CEO of Regent Power, a young company dedicated to delivering solutions to help make cities safer. The company integrates systems that help police, law enforcement agencies and first responders detect gunshots in real time. They monitor hotspots with real-time camera feeds and license-plate recognition so that police can quickly respond to shots and protect residents. The company recently completed a proof of concept for one St. Louis area city, which has purchased the detection/monitoring systems. She is now expanding the concept geographically.



Jones is also a huge proponent of solar-powered, smart-city micro-energy grids and energy-saving lighting. Regent Power also installs LED lighting for municipalities and businesses that reduce the use of coal-fired electricity, making companies and cities greener, while also saving them money on utility bills.

Throughout her career, Jones has mentored less experienced colleagues, including women and minorities. She has devoted countless, unpaid hours to coaching early career professionals, aspirational entrepreneurs and business owners who are struggling or seeking to expand their companies.

To help make St. Louis a better place for business owners, she became president of the St. Louis chapter of the Women President's Organization (WPO) in 2004. She facilitates regular monthly roundtable meetings among some of St. Louis' most dynamic women business owners that enable them to share their collective wisdom. As a group, the members help solve problems together so their companies can be more successful.

"Earlier in my career as a business owner, I was a member of WPO and when I went through some serious challenges, those women really supported me and kept me going," said Jones of her reason for running her own WPO group. "I wanted to make sure that the same support was available for other women. The women in my group are just amazing. They go out of their way for each other. We are all like family. It is very rewarding."

Everyone has a gift to offer the world. For Jones, that gift is connection. Jones is an expert at building relationships and building connections, which is why she has been so successful at sales. She's passing on those connection skills to others, those in her WPO group and others throughout the community.

"I guess I've always been altruistic, probably to a fault," she said. "Because of that, I've trusted some people that I probably shouldn't have over the years, but that percentage is really small. I've just always believed in building relationships, especially in sales. I know, over the years, people would say, 'relationships are B.S., just make the sale and get out of there.' I would always disagree with that. One sale leads to a referral, which leads to another referral. It is fun to help people. By being a servant leader, you end up with loyal followers."