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**BUSINESSWEEK E.BIZ -- PERSONALITIES**

**Resume: Monica Luechtefeld**

**Born:** Jan. 23, 1949, in Los Angeles

**Education:** Earned a Bachelor of Science degree in 1971 from Mount St. Mary's College, a Catholic school in Los Angeles.

**U-Turns:** Although trained as a scientist, her first job was in the recruiting office of Mount St. Mary's College. While in college doing research on mosquitoes, she decided that science didn't give her enough human contact.

**Career highlights:** Left her job as a recruiter in 1979 to become a sales rep at Maloney's, a family-owned office-supply chain in Los Angeles. Joined Office Depot ([ODP](#)) in 1993. Soon rose to run the sales, warehouse, and distribution operations in Southern California. In 1996, promoted to vice-president of contract marketing and sales administration. That's when she recognized the rising importance of the Internet and helped get Office Depot wired. In 2000, she was named senior vice-president of e-commerce.

**How she challenges herself:** She keeps two items on her bookshelf to keep her focused: One is the book *E-Volve-or-Die.com*, which prods her to keep an eye on the next trend; the other is a little toy shopping cart, a reminder that her core business is retail sales.

**Leaves work at work:** She clocks long days, usually from 7:15 a.m. to 8 p.m. But come the weekend, she leaves her briefcase at the office. She's a big believer in downtime to recharge her battery. Calling her while she's vacationing is a definite no-no.

**Family:** Divorced 10 years ago, with one son, Chris, 22.

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