



A look at cultural diversity in business

Leaders

The Valley's next group of 'movers and shakers'

They are AZE's list of Valley leaders who sit on the cusp of professional and personal success.

For the design of... was an African-... and I had never... books I saw that... lso.

Strength?

dreams, visions... strength is connecting... and hopes for... community are... y. By bringing... for results that... s in the lives of... h challenges and... ultimate goal.

Are you most

onderful children

Place to relax in

the golf is going

You received and

aid, 'Be the best... No matter what... ou control your... e you be or feel... hem to.'

Age: 33

City: Phoenix

Current position:

attorney at... uarles & Brady... treich Lang... LP (recently

What is your greatest strength?

Having learned early the value of delayed gratification and that one needs to always be thinking about the long-term goals and put into perspective short-term sacrifices.

Where is your favorite place to relax in the Valley?

On my run along the Bridle Path with my running partner, Wendy Briggs. That's 45 minutes where I get to zone out and notice the change in the seasons and the morning sunrise. Sometimes we literally stop to smell the roses.

What is the best advice you received and from whom?

I can't remember now who said this to me, but the best advice I got was to live below my means. If you avoid the "golden handcuffs" you have a lot more control over your life and a lot more choices about how you decide to spend your time. After all, you can always make more money and buy other things. But you never get back the time you spend.

Name: Lorenzo Sierra



Age: 36

City: Chandler

Current position:

Marketing Director, Aon/Communication Consulting Group.

What are your long-term goals?

I want to see corporate boards and executive suites reflect the population of

the communities they serve. For example, if the Latino population in a community is 25 percent, I believe business leadership should be 25 percent Latino. In fact, I've developed a long-term, non-quota plan to ensure racial equity in Arizona publicly traded companies by 2020. (I know, I sound like that dreamer Dennis Kucinich.) If minority communities can earn seats at the highest levels of business, these communities will begin to build a wealth base that will ensure greater political representation.

What has been your greatest accomplishment the past year?

I was appointed by the Gilbert town council to serve on the Town of Gilbert Human Relations Commission. One of my personal goals is to help Gilbert host its first town-sponsored Hispanic Heritage Month event. In 2003, I earned professional accreditation. Also, I lost 40 pounds on the Atkins diet.

What is the most important thing you have learned the past year?

I learned that no matter how passionate you are about an issue, you cannot make any changes without action or without the help of others. Atlas (Greek mythology) may be able to shrug and move the world. I've found it much more rewarding to share a vision and watch people make it a reality.

Has your outlook for the Valley changed? If so, how?

A few years ago we derided the fact that we have no recognizable leaders. This past year has shown that we now have a hearty abundance of leaders. Specifically, I note the work and dedication of people like Gov. Janet Napolitano, Jose Cardenas, Linda Binder, Ernie Calderon, Victor Flores (and Denise Meridith!).