



Lorenzo Sierra, ABC **Organizational Communication**

Lorenzo Sierra, ABC, is a consultant in Aon Consulting's Communication Consulting Group practice based in the Phoenix, AZ office. Lorenzo is an award-winning communicator who has worked in corporate communications since 1991. He has been a professional writer since 1983.

Lorenzo helps clients align employee communications with business objectives. He works with clients from a variety of industries, including small and mid-sized companies. Before joining Aon in 1998, Lorenzo served as a magazine writer and public relations coordinator for an international human resources association and as a corporate communicator for a national moving van company and a *Fortune* 500 avionics firm.

Lorenzo is a published author who has written award-winning articles for the HR industry as well as music and sports audiences. His presentation experience includes developing award-winning multimedia shows.

Lorenzo has a BA in Journalism from Arizona State University's Walter Cronkite School of Journalism and Telecommunications. Lorenzo was recently named one of the 10 most influential minorities in the Phoenix business community by the Phoenix Business Journal. He also was named to the Business Journal's Forty Under 40 list. He is president of the Phoenix chapter of the International Association of Business Communicators; secretary of the board of the Gilbert Boys and Girls Club; and a member of the public policy committee for the Arizona Hispanic Chamber of Commerce. He is also active in the Council of Communication Management.