

AzBusiness LEADERS

ARIC ZION
CEO
Zion & Zion
zionandzion.com



Not a typical agency owner, Zion has MBA training and a master's degree in computer engineering. His career has spanned three continents, including living and working in Tokyo and London. Zion's technology and business experience gives Zion & Zion its edge when it comes to campaign integration.

Toughest challenge: "The biggest challenge I have faced is being flexible enough to constantly change and evolve my role in the company. Maintaining the culture of the agency as we grow and leading while not micromanaging so that others can grow are important components to our successful business."

Childhood aspirations: "I wanted to be a lawyer. My mother was an attorney who graduated second in her class. Her success drove my lifelong passion for logic and precision. She will always be my role model."

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