

AzBusiness LEADERS



E ARIC ZION

Co-founder and CEO // Zion & Zion // zionandzion.com

Zion and his wife DuGue founded Zion & Zion 16 years ago and have grown it from a small startup operation to a staff of nearly 40. Zion has held various executive level positions in his more than 25-year marketing career. With graduate work in computer engineering and business administration, and doctoral work in marketing, Zion's broad expertise and experience are leveraged while working with the agency's many clients.

Industry outlook: "The need for embracing approaches like design thinking (especially empathy interviewing and rapid prototyping) is critical. Equally as important are in-house market research capabilities due to the need for increased understanding of clients' industries – not just how to market for these industries but understanding the industries themselves."