

# Az Business LEADERS

## ARIC ZION

CEO  
Zion & Zion  
[zionandzion.com](http://zionandzion.com)



Not a typical agency owner, Zion has both MBA training and a master's in computer engineering. His career has spanned three continents, including several years living and working in Tokyo and London. As CEO of Zion & Zion, one of Arizona's top ad agencies, Zion's technology and business experience gives Zion & Zion its edge when it comes to campaign integration.

**Business advice:** "If you're going to have a strategy, then have a real one. Differentiate yourself in a meaningful way."

**Surprising fact:** "Some would be surprised, and others wouldn't, but I am far more driven by our agency's culture and quest for excellence than I am by money. I love to be the best — not the biggest, the best."