

# AzBusiness LEADERS

## **E** ARIC ZION

**Co-founder and CEO // Zion & Zion // [zionandzion.com](http://zionandzion.com)**

Zion and his wife DuGue founded the agency 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, spanning three continents. 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.

**Professional advice:** "It's not enough to be creative, you must be business-savvy. You also need to be in constant learning mode to adapt to constant change. This means spending time in multiple agency functions to learn that how you view the world isn't how everyone else views it."

