

PHOENIX  
BUSINESS JOURNAL

# Most Admired Leaders

28

PHOENIX BUSINESS JOURNAL

Most Admired Leaders

## Aric Zion

CEO, Zion & Zion

**How many years have you worked in your current job and in total in your industry?** 18 years as CEO and co-founder of Zion & Zion; 25-plus years in the advertising industry.

**What's the most important trait of an effective leader?** Effectively communicating your vision and inspiring your team to pursue it.

**What is your management style?** Hands-on, collaborative, open and direct.

**What is the biggest challenge facing leaders today?** Innovating in a meaningful way.

**What is the best professional advice you ever received, and who was it from?** Hire the type of people you think you will need two years from now – from the chief marketing officer of my first job.

**What's the best advice you would give a young executive looking to advance into a leadership position?** Get experience across a wide range of functions.



ZION & ZION