



# THE TWEN



TYO



## As Utah's Hispanic Business Community Continues to Rise, We Take a Look at 20 Prominent Hispanic Business Leaders

The Twenty is a list of 20 success stories from within Utah's Hispanic business community. **connect** hopes the list will serve two purposes. First, to highlight role models within the local Hispanic population and inspire others to follow their lead. Second, to underscore the depth and breadth of successful Hispanics in Utah businesses while educating the general business community as to the remarkable potential within the Hispanic demographic.

### Who They Are

The Twenty represent the tremendous diversity of our state. They are women and men, young and mature, bi-lingual and non-Spanish-speaking, from across the State. Some are small business owners and others executives of large companies; all in various industries and professions. They are native sons and daughters of Utah as well as immigrants from Mexico, Central and South America, the Caribbean, Europe and various parts of the United States.

### How We Chose Them

A panel of businesspeople from within the Hispanic community selected The Twenty. Only one person from any business (no matter how large or small) qualified. The list does not include educators, politicians, civic leaders, community activists or other influential leaders who are not also successful businesspersons.

### What They Mean To You

Regardless of your business, The Twenty are the type of people who should be on your boards and strategic teams. They should be your customers, clients or providers of goods and services.

By Saysha Fawson Reyes and Sean Reyes



## Lorena Riffo-Jenson

DPR Communications  
President  
BS, University of Utah; JD, Brigham Young University

**As a teen,** Lorena Riffo-Jenson spoke no English when her family came to Utah from Chile. Overcoming ill-suited, high school resource classes, she excelled in higher education, public service (in the Office of Hispanic Affairs and later as director of the Division of Corporations in the Leavitt administration) and motherhood before co-founding DPR Communications in 2003 with business partner Vanessa Di Palma.

Specializing in advertising, public relations and marketing to and for the Hispanic community, DPR has attracted a number of prominent local and national clients, increased revenues by almost \$1

million in just three years and annually endowed a number of scholarships for college students.

Riffo-Jenson is a trustee of the University of Utah, chair-elect of the Utah Hispanic Chamber of Commerce and board member of the Utah Hispanic Business Leadership Foundation. She has served on the U.S. Senate Republican Task Force on Hispanic Affairs and has been trustee, officer, or a member of at least 30 local organizations. Riffo-Jenson is a frequent lecturer, has contributed to various legal books and garnered numerous awards including Distinguished Alumnus from the J. Reuben Clark School of Law.

## THE TWENTY



## Ross I. Romero

Jones, Waldo, Holbrook & McDonough, P.C.  
Shareholder  
BS, University of Utah; JD, University of Michigan

**In 2006, Ross Romero** became the first elected Hispanic state senator in Utah since the late Pete Suazo was elected in 1996. Prior to that, Romero served in the Utah State House of Representatives. In spite of his youth, he may well be the most influential Hispanic politician in the state — but that is only his part-time job. Romero is a shareholder at one of the largest and most prominent law firms in Utah and practices business litigation with an emphasis in management-side employment law. He is one of the first

minority lawyers to become a shareholder at a major Utah firm.

Romero is in his second term as a board member for the Utah Hispanic Chamber of Commerce, has served on the board for the University of Utah Young Alumni Association and was a Salt Lake Chamber Salt Shaker for several years. Romero also served as president of the Utah Minority Bar Association, and was recently honored by Utah Business as one of the 40 most influential businesspersons under the age of 40.