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40 under Forty

Utah's Rising Stars
by Utah Business Staff

10 February 2012—

By Di Lewis, Heather Stewart, Sarah Ryther Francom | Photography by Eric Delphenich

Being this outstanding takes a lot of work, but our Forty Under 40 honorees make it look easy. Every year we recognize those in the community who do more—more service, more involvement, more hard work—all before they've turned 40. Our Forty Under 40 are serial entrepreneurs, technology innovators and finance gurus—each bringing something unique to Utah's dynamic business community. From volunteering for nonprofits to growing businesses to spending time with their families, these rising stars find the right balance and inspire others in the process. They are the hardworking core who are building Utah's future economy, while helping better everyone around them. Join us as we celebrate today's rising leaders.

Erik Adams

President and CEO, Simplicity Laser, Inc. | Age: 39

In October 2009, Erik Adams took the helm of Simplicity Laser, Inc. and found himself leading a company that was in debt and under pressure to succeed with a flawed business model. He spent the next six months reorganizing the staff and refocusing the company with a new operating model.

Under Adams' leadership, Simplicity began promoting its laser hair removal memberships, which enable clients to immediately begin receiving treatments while paying a low monthly rate—instead of paying thousands upfront. The company also partnered with doctors who already owned laser equipment, which lowered costs for Simplicity even more.

"When we met, Simplicity was a struggling small business with many angry shareholders, several disappointed partners and a lot of doubt about its business model. Within months, Erik and his team...created a successful company with large profit margins and a long list of excited potential investors and partners," says Mark Marshall, president and CEO of the Accend Group.

Brent Andrewsen

Shareholder, Kirton McConkie | Age: 38

Brent Andrewsen is committed to bettering the community in his personal and professional endeavors. As a shareholder at Kirton McConkie, Andrewsen practices tax, estate planning and nonprofit law. He is able to serve many nonprofits throughout the state by lending his tax and estate planning expertise to organizations such as the Community Foundation of Utah, the National Planned Giving Council and other organizations. Andrewsen also serves as the program chair for the nonprofit section of the Utah State Bar.

"It's really fun to have someone come in and say we have this great idea, we think we can solve this need either domestically or in a foreign country and then to be able to use my skills to help them accomplish that," he says.

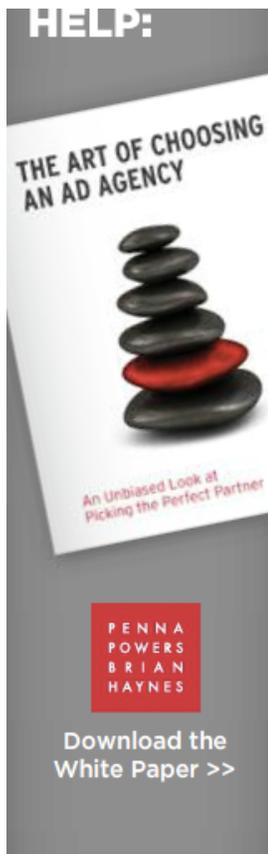
Andrewsen says he also enjoys helping people deal with the realities of estate planning. "I enjoy sitting down with a family and hearing their concerns and then helping share with them that there are things that we can do together to achieve their objectives."

Paul Belcher

Co-owner, Mountain Crane Service | Age: 34

After earning an MBA from Utah State University, Paul Belcher was approached with many employment offers—and declined them all. Belcher had always aspired to be an entrepreneur and wouldn't settle for anything less. He developed a business plan for Mountain Crane Service and was able to secure financing from family members to turn the plan into action. Over the course of five years, Belcher and partner, Lon Stam, were able to grow the company to more than \$20 million in revenue. Today, Mountain Crane Service is the 37th largest crane company

We're kind of a big deal



in the United States.

Belcher says what he enjoys most about his position is seeing his company's work throughout the community. "I have the opportunity to go out and see amazing things in the community that I've been part of," he says. "I've been part of building the downtown City Creek project. I've been part of building the I-15 freeway projects. We've been part of projects both small and huge."

Brian Bowers

Chief Operating Officer, Mity-Lite | Age: 37

As chief operating officer for Mity-Lite, Brian Bowers has infused his team of nearly 200 employees with a spirit of competition that has enabled the company to bring products back to the United States for manufacturing in Utah. "Every day I come to work, and we're in competition—we're a manufacturing facility and we're competing against Asian outsource [companies] and we're trying to do our very best to be competitive," he says.

Bowers oversees two manufacturing facilities, logistics, warehouse operations, engineering and the supply chain. Through his leadership, the company has increased its productivity by more than 100 percent, reducing labor costs from 13.9 percent of sales to about 9 percent of sales.

As a mentor and coach to his employees, Bowers establishes meaningful goals and rewards that inspire employees to stretch themselves, resulting in a significant impact on the company's overall performance. Through his reward-for-performance plan, production employee base compensation has increased by 22 percent and incentive compensation has increased by 300 percent.

Sam Bruni

General Manager and Acting Director of Customer Experience, Backcountry.com | Age: 36

Building on a history of success, Sam Bruni is now guiding the complex world at Backcountry.com. After three years at Ancestry.com, Bruni joined Backcountry.com as director of customer service, where he built the company's service, sales, training and fraud prevention divisions. Bruni later moved into the role of general manager of One-Deal-at-a-Time and then Closeout. Bruni's team of 270 employees has won multiple awards for great customer service.

Bruni actively gives back to others through GivesLove.org, a nonprofit he and his wife, Jenny, run. By partnering with DropintheBucket.org, GivesLove helps build water wells in Africa. "We know there is much suffering and hardship around the world and even here in the United States, but for many, the most basic necessity to sustain life isn't available to them. So that's where we started," Bruni says.

Tiffany Burnett, MPC

Communications Director, Lakeview Hospital,

MountainStar Healthcare | Age: 32

As communications director for Lakeview Hospital, Tiffany Burnett serves as the vital link between the community and the hospital. "By connecting with so many people in our community, I have been able to accomplish a variety of Lakeview Hospital's strategic goals," Burnett says. "From a personal perspective, I have made some wonderful friends and been impacted by others in ways I could've only imagined."

Burnett joined the Bountiful-based hospital in 2003 as a marketing coordinator and in just six months was promoted to marketing director. Today, Burnett is responsible for all internal and external communications, public relations, community relations, advertising and marketing.

"I am fortunate to work in an industry that is driven by helping others," Burnett says. "It is so rewarding to know that at the end of the day I've impacted someone, directly or indirectly, by the work that I've done."

Kim Casaday

Mortgage President, Zions Bank | Age: 38

Kim Casaday has held many roles during her 20-year tenure at Zions Bank. She has served in the private banking department and as director of regional credit in the resort banking division. And just last month, she was promoted to president of Zions Bank's mortgage division, where she now oversees all aspects of the bank's residential lending.

Casaday took on a particularly difficult challenge for the bank when she worked in its special assets division from April 2009 to February 2010. In this role, she managed a complex portfolio of substandard leases, real estate, commercial, construction and SBA loans. With her knowledge and experience, Casaday was able to formulate and implement strategies to maximize bank returns and minimize loss.

"[It] is the collection of my challenges that has molded me into who I am today. I am grateful for each one of them—great or small—because they allow me the opportunity to recognize areas in need of refining," she says.

Joel Clark

President, Kodiak Cakes | Age: 37

Joel Clark always had his sights set on owning his own business. In his early adulthood, Clark joined a consulting firm with one goal in mind: save enough money to start his own company. At age 23, Clark took over Kodiak Cakes, while still working full-time at the firm. It took years of work and dedication before Clark was able to quit the consulting firm and devote himself fully to his company.

“Although I wanted to throw in the towel as an entrepreneur many times through the years, I think my biggest professional accomplishment is that I actually stuck with Kodiak Cakes on a bootstrap budget, while working other jobs in the beginning, with no significant outside investment, for over 14 years now,” says Clark.

Clark says success often comes down to hard work. “I went from being temporarily kicked off the football team in high school because of poor grades to graduating Magna Cum Laude at the U in economics, then to Oxford University for an MBA. I think it’s a lot more about working hard.”

Nicole Cottle

Deputy City Manager, Government Relations, Community and Economic Development; West Valley City | Age: 38

“I absolutely enjoy being told over and over again that something cannot be accomplished or that something will never happen in West Valley City,” says Nicole Cottle. “I savor the opportunity to accomplish the impossible.”

Under her direction, the city is experiencing its most aggressive economic development period ever. Projects include the Valley Fair Mall expansion, new public transportation systems and the \$500 million Fairbourne Station. “This effort has not been without hurdles. However, I am proud to say that real construction is occurring and the city is enjoying a tremendous increase in its economic development as a result of this work.”

Cottle wears many hats in West Valley, the state’s second-largest city. As the city’s lobbyist, she has garnered millions of dollars for economic development, infrastructure and capital improvement projects. During her time as deputy city attorney, she spearheaded the acquisition of several major developments. She also helped the city’s fire department obtain its ambulance license, resulting in ambulance response times being decreased from 12 to four minutes.

Michael S. Davidson

Vice President and General Manager, Hess Corporate Travel | Age: 38

Michael Davidson takes pride in doing every job well. After graduating from Utah State University, Davidson took a position as a travel agent with Crossroads Travel, where he eventually served as general manager. In 1999, Al Hess, owner of Hess Travel, purchased Crossroads. After realizing Davidson’s potential, Hess named him vice president and general manager.

Davidson has been vital to the Bountiful-based agency’s success. Davidson played an integral role in the company’s acquisition of Morris Murdock Business Travel. Aside from the financials, Davidson says the purchase was challenging because it also involved helping the new employees become a part of the company’s culture and demonstrating commitment to new customers.

Davidson says he enjoys involving Hess Travel in community causes like the Susan G. Komen Race for the Cure and Juvenile Diabetes Research Foundation.

Carl Duke

Vice President of Portfolio Management, Suburban Land Reserve | Age: 33

Carl Duke is always pushing himself. He holds both an MBA and a JD from the University of Utah and now works as vice president of portfolio management at Suburban Land Reserve (SLR), the for-profit real estate investment arm of The Church of Jesus Christ of Latter-day Saints. At SLR, Duke standardized the transaction and due diligence process and created new reporting and pro forma tools. Though he has many responsibilities, Duke still oversees at least one large land transaction every year.

In addition to working at SLR, Duke is also a Ph.D. candidate at the U. in city and metropolitan planning. “I have really enjoyed going back to school and focusing on a field that I have no experience in. It has been very beneficial for me to see how others think and approach real estate issues.”

The most challenging time in his life was when his twins were born with health problems. But now, in his spare time, hiking with his children is his favorite escape.

Nichole Adams Dunn

Deputy Mayor to Peter M. Corroon, Salt Lake County | Age: 38

Nichole Adams Dunn got involved in politics 10 years ago and never looked back. At age 27, she became the youngest ever chair of the Salt Lake County Democratic Party. She went to work quickly and eventually recruited her current boss, Mayor Peter Corroon, into politics.

Knowing the effect government has on people’s lives keeps Dunn focused and motivated. She takes seriously the responsibility to build a vibrant community while respecting taxpayer dollars. In line with that responsibility, Dunn serves on many community boards for organizations like Visit Salt Lake, United Way of Salt Lake, the Salt Lake Chamber and Utah Women’s Forum.

“I love the challenge and reward of bringing diverse groups of people together to solve complex problems,” Dunn says. “I particularly love building public-private partnerships that move our community forward and create economic development.”

Josh England

President, England Logistics | Age: 35

“I wanted to be my dad when I grew up,” says Josh England, a third-generation leader in his family’s business. “As a child, I thought he knew everything, and I still think he knows most things.” England began working in the business when he was 15 and has worked in all aspects of the company, from body repair to administrative work to operations.

While he served as vice president of the Independent Contractor Division, England grew the number of lease trucks from 600 to more than 2,100. In his current role, he helped England Logistics grow more than 30

have grown from 500 to more than 2,000 in the current year, he hopes England Legends grow more than 50 percent in 2011 to reach nearly \$300 million in revenue.

Last year, England spearheaded an internal leadership development program for management-level employees that provides assessments, idea-sharing forums and growth opportunities. "So many people limit themselves based on not thinking big enough. As we expand our horizons, our minds, on how much we think we can accomplish, it's amazing how we end up accomplishing more," he says.

Roger Gardiner

Vice President, Goldman Sachs & Co. | Age: 38

"I am a natural worrier, and enjoy thinking about credit risk, what could go wrong and how to mitigate it," says Roger Gardiner, vice president for Goldman Sachs. In his role, Gardiner was tasked with building and overseeing the company's credit risk management division in Utah. His team is responsible for reviewing and monitoring nearly half the counterparties to which Goldman Sachs has credit risk in the Americas and Europe.

Gardiner is also a trusted advisor to the chief risk officer for GS Bank, a depository bank owned by Goldman Sachs. His leadership has helped the Salt Lake office grow to become the second-largest Goldman Sachs office in North America—second only to its New York campus.

"There have been several times in my career when I have had to climb steep learning curves quickly. Initially, this was often quite intimidating. I've since grown to understand that learning opportunities, no matter how difficult, enable one to grow, learn and improve," says Gardiner.

Carina Gardner, Ph.D.

Owner, President, Designer, Carina Gardner, Inc. | Age: 32

It's easy for Carina Gardner to stay motivated on the job. "I get to do for work what most people do as a hobby," she says. As founder, president and designer at Carina Gardner, Inc., Gardner spends the daily grind designing fabric, paper and digital scrapbooking products. "We have such a fun time, it's sometimes hard to call what I do work!"

Gardner, who earned a Ph.D. in design, launched the company while teaching at the University of Minnesota. "At the time, I was developing a body of work on color theory and marketing research. I created Carina Gardner, Inc. to be a design firm to handle multiple medias," she says. Today, Gardner's company and its products are widely popular throughout the crafting community.

"My business philosophy is simply to work hard, do your research, think creativity and then work hard some more," Gardner says. "I believe that your business can be your lifestyle. For me, that means trying to incorporate beautiful thinking, people and things into my life."

Jeffrey Harmon

Chief Marketing Officer, Orabrush | Age: 29

After listening to Dr. Robert Wagstaff (Dr. Bob) describe his tongue-cleaning product while a senior in college, Jeffrey Harmon approached Dr. Bob after class with an innovative marketing idea: rely on social media to market and sell the product. Harmon developed a YouTube campaign that has helped Orabrush become a worldwide hit, with more than 44 million YouTube video views and more than 300,000 Facebook fans.

Under Harmon's direction, Orabrush was the first product to go from zero sales, online or offline, to full national distribution exclusively using social media tools.

Harmon now serves as chief marketing officer, where his task each day is to keep the company's social media content fresh, to keep its current fan base engaged and to look for opportunities to connect with new audiences. "I believe it is essential to focus primarily on envisioning and creating disruptive products that have not yet been realized for their potential, to fully develop them and help the world realize their value."

Maxwell Hunter

CFO, Strategic Capital Group/Henry Walker Homes | Age: 31

As CFO of Strategic Capital Group (SCG), a real estate venture firm, Maxwell Hunter develops and manages the company's financial operations, including acquiring the necessary capital to finance the company's operations and acquisitions. Hunter has experienced great success, despite the many obstacles facing the real estate industry.

"My team and I have underwritten, capitalized and managed more than 200 single family homes, \$30+ million in distressed debt acquisitions, three 75-215 unit downtown apartment sites, and more than 20 residential subdivisions," says Hunter. "We have also expanded our presence in senior housing, acquiring more than \$70 million in stable properties throughout 2011."

Hunter, who also serves as a captain in the United States Air Force Reserve, is committed to giving back to the community. "I helped launch a philanthropic company-sponsored program called Helping With Heart, which grants each employee the ability to donate company dollars toward a cause of their choice."

Justin Gale Hyde (Not Pictured)

President & Managing Partner, The Hyde-Norton Group | Age: 30

Justin Hyde is president and managing partner of The Hyde-Norton Group, a strategic planning and risk management firm that helps high-net-worth families and business owners reach financial goals. The firm has also acquired several holdings that include auto dealerships, health clubs, and ranch, hotel, and resort properties. Recently, the firm acquired interest in the Utah Blaze, a professional arena football team.

Hyde also founded the Annual Rocky Mountain Economic Summit & Retreat, an event that features many of the world's foremost experts on the global and U.S. economies. The summit is covered live by Bloomberg TV,

CNBC and Reuters.

"A good leader is someone who motivates others and creates positive change, while staying committed to their core principles more than their personal ego or pocketbook," says Hyde, who sits on the board of the Columbus Community Center, an organization that serves people with disabilities. Hyde also currently serves as the Wyoming state finance chair for Mitt Romney's presidential campaign.

Aaron D. Jackson

Director of Sales & Marketing, Malt-O-Meal | Age: 36

As director of sales and marketing at Malt-O-Meal, Aaron Jackson has led the company to becoming the nation's fastest-growing cereal in America; today, Malt-O-Meal is the nation's fourth-largest cereal company. "To grow in a flat category means you're taking share from competitors, and Malt-O-Meal has been able to thrive in difficult economy," says Jackson. "This growth has been driven by our relentless focus on our value proposition—value to consumers and value to our customers."

Jackson says key to business success is to, "do it the right way, bring others along and drive for results. All three are equally important and you can't just do one or two. Building a team that shares these core values is an important part of building a work environment that is both productive and rewarding."

Jackson believes in supporting local companies and products, and is a proud supporter of the Utah's Own organization.

Jeremy Jackson

Partner, Jackson and LeRoy Remodeling | Age: 35

Jeremy Jackson co-founded Jackson and LeRoy Remodeling in 2005 and, with a focus on fine craftsmanship, helped the company thrive—revenues grew from \$1.4 million in 2006 to \$5.4 million in 2010. Additionally, the company has earned several state and national industry awards; for example, the company was the Salt Lake Home Builder Association's Remodeler of the Year in 2009.

"I enjoy helping people take their dreams for their home and turn them into reality," says Jackson. "We are proud of our association with many of Utah's most accomplished architects and designers. We work side by side, in a team-driven environment, to bring to life award-winning architecture."

Jackson and his team are also involved in the community through several volunteer projects: the company helped relocate and restore the historic Emery Cabin to This is the Place Heritage Park, remodeled rooms for the local Ronald McDonald House and worked with Habitat for Humanity to build homes for families in Utah with special needs.

Suzy Jessen

Director of Global Recruiting, Ancestry.com | Age: 39

As director of global recruiting at Ancestry.com, Suzy Jessen is responsible for keeping the company up and running by recruiting the top talent for each position. Jessen says she enjoys the challenge of finding the perfect individual for each opening. "I believe I have achieved tremendous success, specifically as it relates to hiring talent both within and outside the tech industry and bringing them to Ancestry.com and to Utah," she says. "I enjoy work and get a sense of satisfaction from seeing a challenge and developing a strategy to overcome it. I'm a very goal-oriented person and take a great sense of accomplishment from achieving both professional and personal goals."

Outside of the office, Jessen volunteers at Camp Taloali, an annual camp for the hearing impaired, and works with a three-year-old hearing-impaired girl once a week. "I'm proud of her hard work and take great pride in seeing her develop, learn and get excited by accomplishments that many take for granted." Jessen also plays goalie on a traveling hockey team. "We train three times a week and travel throughout Utah and all of North America competing against other teams."

Trent Kaufman, Ph.D.

Executive Vice President and Partner, The Cicero Group | Age: 35

Trent Kaufman has had a diverse career, but it all centers around education. He says his biggest challenge in life was a poor primary education. While he mostly blames himself, he graduated high school without understanding how to write, having never read a book cover to cover, and with no ability to apply scientific and mathematical concepts in the real world.

He worked hard to overcome his late start and began his first career in public education as a high school economics teacher and sports coach, eventually becoming a principal. While he was helping educate students, Kaufman kept working on his own education, eventually earning a bachelor's, two master's and a doctoral degree. His pursuit of education was a way to make up for what he missed early in life, Kaufman says.

Now in a second career, he is founder and president of Education Direction and executive vice president and partner at The Cicero Group, a market research, analytics and strategy consulting firm. As someone focused on education, Kaufman says he loves the challenge of gaining expertise in new industries for each client.

Brandon LeRoy

Partner, Jackson & LeRoy Remodeling | Age: 35

A competitive spirit drives Brandon LeRoy to create the very best. As a partner at Jackson & LeRoy Remodeling, he remodels and builds very highly designed, complex and finely finished homes for discerning clients. LeRoy's focus at the company is marketing, sales, estimating and production. But his favorite part of the job is "visually seeing the work we create each day and the joy it brings to our clients."

LeRoy has been busy in industry organizations as well, and is currently serving as president of the Salt

LeRoy has been busy in industry organizations as well, and is currently serving as president of the Salt Lake Home Builders Association. He was the 2010 chair of the National Association of Home Builders and Remodelers Utah chapter. His work extends into hundreds of hours of volunteering and charitable donations for many organizations. His professional and charitable achievements are reflected in the many awards for the company during the last several years.

That success springs from LeRoy's consistently high-quality work and his business philosophy: "Remodeling and building homes that matter—to clients, to the community and to the environment."

Scott Linford

CEO, Oozle Media | Age: 31

Under Scott Linford's leadership, Oozle Media has grown to become a million dollar company just three years after its launch. The Sandy-based company offers cutting-edge internet marketing services, with more than 150 clients across the nation. "Our whole company is based around community since small and medium-sized businesses are a big part of [the company's] foundation," says Linford. "We want to help these companies stay relevant and alive. We are on their side, and not on the side of advertising that doesn't provide them with the information they need to succeed."

Linford and Oozle partner, Travis Ashby, also created HalfPriceUtah.com, which is an aggregated Utah-based daily deals website that offers exclusive deals and also serves as an internet marketing platform. Within just six months, the company's Facebook page is already a huge success with more than 75,000 likes.

James (Jamie) Locke

Vice President of Information Systems & Technology, Sorenson Communications | Age: 38

Jamie Locke entered his post-college years with an entrepreneurial bent: he founded one of the first online auctions, DealDeal.com; helped launch an internet-based medical supply sourcing company; and started his own wireless internet service provider.

Now, as vice president at Sorenson Communications, he is responsible for managing all aspects of Sorenson's technical operations and networks. Sorenson Communications is a provider of video relay services for deaf and hard-of-hearing people. Locke says that new customers are often overcome with emotion to be able to communicate with loved ones—sometimes for the first time. "There are few positions in the corporate world that provide that level of personal gratification on a daily basis," he says.

At Sorenson Communications, Locke has improved system uptime from 99 percent to 99.9978 percent, and he has scaled and built IS&T systems for more than 100 interpreting centers throughout North America. Tens of thousands of customers rely on Locke's team each day to ensure systems are up and running, providing uninterrupted communication opportunities.

Bart Miller

SVP Sales, GOAL ZERO | Age: 39

At 10 years old, Bart Miller got caught rummaging through neighbors' cars for spare change. His grandpa was worried about Miller's direction in life, and helped his grandson start a lawn mowing business. He's working with bigger chunks of change these days.

Miller was hired as COO and CFO at GOAL ZERO, but after the entire executive team focused on revenue growth in the last 18 months, Miller says he discovered a passion for sales and transitioned to head of the sales team.

GOAL ZERO started 2011 with a \$5 million revenue plan—a 500 percent growth goal over 2010. By March, Miller says he realized business was on a much steeper trajectory and he faced the challenge of redoing the plan. Within three months of starting as SVP of sales, GOAL ZERO saw the largest sales increase in the company's history and set several sales records.

Alan Martin

Founder and CEO, CampusBookRentals.com | Age: 32

While a student at Weber State University, Alan Martin devised a textbook rental plan that has revolutionized the textbook industry. "We rent textbooks to college students as a low cost alternative to buying," says Martin. "Typical savings are 55 to 65 percent, which translates to as much as \$600 dollars per year for a full-time student."

The company is a win-win for colleges and universities, too. "We provide white label rental technology to on-campus bookstores, enabling them to rent their own textbooks right off their shelves," he says. Because of its innovative practices, CampusBookRentals.com was recently named one of Forbes' Americas Most Promising Companies.

Like most entrepreneurs, Martin has faced many hurdles along the way. "On August 27th, 2010, on our then biggest day in company history, our primary textbook supplier shut down, leaving approximately 6,000 customers without books that we had promised to deliver...the situation felt desperate." Martin and his team worked nonstop for 72 hours and solved the problem. "It was a tremendous learning and growth opportunity and experience for our entire organization."

Mark A. Miller

Partner, Holland & Hart LLP | Age: 38

As a patent attorney, Mark Miller gets the opportunity to learn about new technology with each new client. He says helping companies protect ideas they've worked hard to develop is exciting, because he develops a passion for the businesses and innovations he helps protect. Miller's hard work has paid off. Along with his mentor, Brett Foster, Miller has successfully helped several Utah companies enforce their patent rights and stop competitor

Foster, Miller has successfully helped several Utah companies enforce their patent rights and stop competitor infringement.

One of his most notable victories came when Miller served as second chair to Foster during a 10-day trial enforcing commercial blending technology. The Utah company won and was awarded a \$24 million settlement—the largest patent infringement judgment in Utah history.

When his father and brother died within a year of each other, Miller says the tragedy helped remind him of the importance of relationships and family. "Life is about people and I try not to lose sight of that in my practice," he says.

Brett Mills

Manager and Senior Loan Officer

Academy Mortgage Corporation | Age: 34

As a manager and senior loan officer at Academy Mortgage Corporation, Brett Mills knows what an uncertain future is like. In 2007, Mills made the decision to move away from his then partners and start his own branch of Academy Mortgage. The wheels were in motion for the transition when the mortgage market collapsed.

Mills says he had several sleepless nights, but finally decided to trust that he had planned a solid business with strong fundamentals. He was later recognized as the top mortgage originator in Utah and among the top 200 in the nation.

In addition to running a successful company, Mills is very involved in the community and professional organizations. He served as president of the Northern Chapter of the Utah Mortgage Lenders Association and the Utah State Board of Governors. Mills is an Honorary Commander to the United States Air Force 388th Fighter Wing. His work also includes the American Diabetes Association, Boy Scouts of America and religious humanitarian service.

Eli Mills

Sr. Vice President, Private Capital Group, CBRE | Age: 38

Eli Mills began his career in commercial real estate at the age of 17 as an assistant to an industrial agent. By 18, he had become an industrial leasing agent. Mills was a top performer at his firm and consistently earned a spot on the Salt Lake Board of Realtors' Top Producers List. When he was 25, he became one of the five original founders of NAI Utah.

Over time, Mills changed his focus from industrial leasing to investment sales and corporate advising. In 1999, he and his partner were awarded a corporate service account with The Church of Jesus Christ of Latter-day Saints. Mills has been instrumental in several significant sales over the years, including the sale of Questar's corporate headquarters, the City Center building and Edgewater Corporate Park, among many others.

In 2010, Mills sold his stock in NAI Utah and joined the CBRE Private Capital Group, where he serves as senior vice president.

Mark Newman

Founder and Chief Innovation Officer, HireVue | Age: 27

Mark Newman founded HireVue directly upon graduating from college. Currently chief innovation officer, he served as CEO from 2007 to October 2011. HireVue provides digital interviewing tools that allow users to browse, watch, rate and share the interviews they want, even from a smart phone. The company's product was recognized by HR Executive Magazine as a Top HR Product for both 2009 and 2011.

During his time as CEO, the company raised more than \$8 million in venture capital, grew its customer base to more than 250 enterprise organizations, and provided services in 140 countries to organizations like Wal-Mart, Nike, Starbucks and ConocoPhillips.

"When we first tried raising investor capital for HireVue, I was turned down by 50-plus investors until Peterson Ventures said yes. That process took over a year, we barely survived, and I was extremely discouraged. Once they said yes, it was like dominos starting to fall," says Newman. "Three years later, we are now turning investors down!"

Travis K. Nielsen (Not Pictured)

Co-founder, The Cadence Group | Age: 38

At age 31, Travis Nielsen co-founded The Cadence Group. Under his direction, the company is now widely recognized as Utah's premier Sarbanes-Oxley compliance services firm. Since its inception, the company has grown at an average rate of more than 26 percent and now offers a variety of accounting services.

"I enjoy observing and seeing my clients succeed," says Nielsen. "Part of my job is to understand the various risks my clients face and help design processes and procedures to mitigate these risks. Each day is a learning experience as I observe how different companies manage similar risks very differently. I get to observe best practices and monitor these practices at some clients, while helping other clients implement better processes."

Outside of the office, Nielsen s

