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Forty
under **40**

Ryan O. Smith

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Dave Robinson | 39

Vice President of Global Marketing, Mozy

Dave Robinson leads the worldwide marketing efforts for Mozy, the cloud-services division of EMC. His team has developed joint marketing campaigns with brands like Comcast, Time Warner, McAfee and Lenovo. Robinson's portfolio encompasses television ad campaigns, radio campaigns and award-winning social media programs. Recently, he spearheaded Mozy's expansion into the European and Asian markets.

"My time at Mozy has brought numerous challenges as we've evolved from a small startup of approximately 10 employees to key division of a large global corporation. These challenges have come in the form of strategic business shifts, competitive threats, evolving technologies and economic uncertainties. I've enjoyed the unique challenges each day, week, month and year have presented and embraced them as opportunities to learn, adapt and ultimately grow as a professional," says Robinson.

Through his guidance, Mozy seamlessly transitioned its focus from consumers to a business clientele, and shifted from direct to indirect sales and marketing strategies.

Lincoln Scofield | 35

President, Cornerstone Title Insurance Agency, LLC

Lincoln Scofield founded Cornerstone Title six years ago and has grown it into the second-largest title agency in Utah. The firm now employs more than 40 workers at six locations.

"The last several years have been extremely difficult for any real estate-related business. Constantly facing the uncertainty while also balancing the need to keep costs down while still keeping quality employees was one of the most significant challenges I have faced," says Scofield.

Scofield has served on the board of the Salt Lake Valley Habitat for Humanity for six years. He was board president of the organization for an unprecedented two years—a time in which it was dramatically reorganized in order to increase the number of families it serves.

Chelsea Élan Sloan | 27

President, Uptown Cheapskate

Four years ago, Chelsea Sloan and her brother founded Uptown Cheapskate, a buy-sell-trade fashion exchange. Since that time Uptown Cheapskate has grown from a single location to 25 franchises, with 13 more on the way.

Sloan learned tricks of the trade from her parents at Kid to Kid, a children's resale franchise. She learned the retail business from the ground up.

The long-term goal for Uptown Cheapskate and Sloan is to open 100 stores across the United States within 10 years. "We want to be the market leader in the resale clothing industry with training, systems and customer service that is best in class. We also want to help our owners achieve high levels of profitability so they can get their long-term career goals met."

Though she admits she's still learning about leadership, she aspires to be a leader who brings out the best in others. "A good leader brings out the leadership and ownership in others," says Sloan. "They first teach, then empower. My goal is to have my employees behave like owners."

Ryan O. Smith | 35

President & Co-Founder, Diversified Financial Planning, Inc.

Ryan Smith co-founded Diversified Financial Planning, Inc. in 2004 and has since grown into a team of 20 advisors and staff members.

"Ryan put together a methodical business plan designed to allow us to grow the company without having to take on any debt, yet be profitable quickly and efficiently," says co-founder Daniel Luke.

Diversified Financial Planning manages more than \$100 million of investment assets. Between the company's investment and insurance divisions, it has worked with more than 5,000 individuals and families in Utah.

"I love analyzing numbers and trying to make sense of thousands of investment alternatives. I enjoy learning about new investment opportunities, and watching the vision and creativity of successful individuals unfold," says Smith.

He notes that in his profession, people hand over their money and their trust. "I don't believe there are two more important responsibilities that one could give another, and we take that responsibility very seriously."