

As Seen In:



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Gary Trujillo

Southwest Harvard Group
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Gary Trujillo, founder of Southwest Harvard Group (SHG), has served as the firm's president and CEO since its inception in 1990. Under his leadership, the Phoenix, Arizona-based financial services and management consulting firm has grown over the last 14 years into an active venture capital organization that has created, invested in, and managed more than 12 operating businesses focused on emerging domestic markets.

After earning his bachelor's degree from Arizona State University, Trujillo began his career with Salomon Brothers in New York City. For the next seven years, he continued to build his investment banking experience and later earned his MBA from Harvard Business School. As one of the few graduates to risk becoming an entrepreneur, Trujillo founded the first Southwest Harvard Group Company with his partner, Jess Valenzuela.

Within six months, the partners won their first contract with the Resolution Trust Corporation (RTC), the quasi-federal agency that was created under the Financial Institutions Reform, Recovery, and Enforcement Act of 1989. Over the years, the first company in SHG's portfolio, Southwest Harvard Group Asset Management, would manage more than \$4 billion of assets for the RTC.

In 1992, the partners made another successful business move when they became active officers and investors in Corella Electric Wire & Cable (CEWC), a Hispanic-owned manufacturing firm based in Phoenix. CWEC won a 10-year contract from AT&T to operate a copper wire manufacturing plant and later sold billions of dollars of copper cable wire to the "baby bell" industry.

SHG has since invested in a series of operating businesses and industries, including Southwest Harvard Group Financial Services, loan services; Seri High Point, Inc., construction project management; Worldwide Wireless, LLC, cellular and pager retail distribution; Medici, Inc., medical research/clinical trials; Pennoyer Asset Management, money management; and COMMAC, commercial mortgage servicing.

In 1999, while continuing his management duties at SHG, Trujillo invested in and became chairman and CEO of Quepasa.com!, a Hispanic Internet company. Trujillo led both the completion of a \$55 million initial public offering for the company and the assembly of an independent board of directors.



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