

# LEADERS

*“In a gentle way, you can shake the world.”*  
— Mahatma Gandhi



## On the Cover

*Successful business leaders share many of the same traits. One of the strongest is their ability to take advantage of opportunities when they are presented. Such leaders constantly seek out potentially viable ventures and never shy away from putting in that extra effort it takes to achieve their goals, as well as to use their success to benefit others.*

*As Chairman and Chief Executive Officer of Starwood Capital Group,*

*Barry Sternlicht is quite accustomed to assuming risk. He founded Starwood Hotels & Resorts Worldwide in 1995 and created W Hotels and built the St. Regis Hotel brand from a single property to a global brand. He emphasizes that, “There is always something to do and it is always about risk and reward...” His direct and straightforward leadership approach is reflected in his comments on innovation, as well as on giving back: “Great innovation is about making things you do every day better. I come at it with a broader paintbrush today – if we help society, we’ll be rewarded. If that has an echo effect across the landscape, it’s really great.”*

*Wendy Yap is President and Chief Executive Officer of PT Nippon Indosari Corpindo Tbk. Having owned Wendy’s Hamburgers franchises in Indonesia, she was familiar with the food industry and recognized the opportunity in Asia to grow her bread business significantly. With respect to running her company, she says, “Wherever we set up a factory, particularly in smaller cities, it’s important for people to know that we are also going to help improve the living standard of the community.”*

*As Chairman of Grupo Carso, Grupo Sanborns, and Telmex, Carlos Slim Domit is a strong global business leader driving success by “maximizing efficiency, investing and reinvesting profits, continuously training our employees, and responsible development.” A critical part of the culture of each company is philanthropy and corporate engagement. He proudly notes that, “My father has been very clear that wealth generated by the business community creates a responsibility to be come involved in the solutions to large-scale social problems”.*

*Eli Broad has created quite a legacy. After a highly successful business career, he turned his attention full-time to philanthropic endeavors, which led to the development of The Broad Foundations, which focuses on scientific and medical research, education reform, and the arts. Broad notes that, “We started two Fortune 500 companies and sold the last one to AIG for \$18 billion 16 years ago. But I actually feel better about what we’re doing now to give back and make a difference.”*

*In this issue of LEADERS, we shine a spotlight on Guatemala, one of the most underrated but economically promising nations in Central America. One philanthropic organization, The Foundation for the Development of Guatemala (FUNDESA), is working tirelessly in both Guatemala and Washington, D.C. to transform Guatemala into a land of hope and opportunity. FUNDESA’s President, Felipe Bosch, provides insight into how far the organization has come in their efforts to date. ●*

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