

Diamond Awards: For-Profit Small Company Winner Yvonne Campos rises to top through tenacity, professionalism

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Yvonne Campos considers herself a fair boss. But, she says, she also is a demanding boss, of herself and of her employees.

"I don't think I am an easy leader. I am impatient and I am direct. I want things done," she said. And she is willing to do it herself — whatever it takes.

It's this tenacity coupled with her professionalism that has resulted in a 25-year career building Campos Inc. into a full-service, customer-centric market research firm.

In addition to building her company, Campos also is involved in a variety of community organizations, especially those that foster women in leadership roles. Campos is a founder and facilitator of the Pittsburgh and Greensburg chapters of [Women Presidents Organization](#), and a member of International Women's Business Forum, the Women's Leadership Forum at the [Rivers Club](#) and the Executive Women's Exchange Council.

"I have had a commitment to women in business all my career because I want to see women succeed," she said. "If we help women grow their businesses, their voice is heard more authentically."

Georgia Berner, CEO of air curtain manufacturer [Berner International Corp.](#), met Campos more than a decade ago when the two kept crossing paths at events as the examples of women business leaders. After deciding they needed to know each other based on these appearances, Berner has worked with Campos both as a client and as a colleague at WPO, an organization she says was badly needed for women in the area.

"We all have enough friends and people we do things with so we didn't need (WPO) to be a social group, we needed it to be a true working business group," Berner said. "And I do think part of that is Yvonne. It's her professionalism and her commitment to keeping it as a working group."

At work, Campos ensures that her employees are from a diverse group of disciplines, and she expects them to constantly be improving their talents and the company.

"Something she is very focused on is, 'What does the research company of the future look like?'" said **Amy Dubin**, executive vice president of Campos Inc.

Yvonne Campos
CEO, Campos Inc.

-Age: 63

-Education: University of Utah, BS, psychology; executive training programs from Carnegie Mellon University and Harvard University

-Leadership style: "Fair."

-What is a great day at work? "When I get to spend time with my clients, and we are helping them or engaged in a discussion about what their needs are, and we are working as a real team."



Yvonne Campos, CEO of Campos Inc., photographed in the Victoria Room at Phipps Conservatory and Botanical Gardens.