



Sergio Gascon

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Sergio Gascon is the Executive Director of the Minority Business Development Agency Business Center in Los Angeles operated by University of Southern California Government Partnerships and Programs. His professional background of twenty-five years includes diverse experience in areas of business financing and consulting; banking; entrepreneurship; business law and certified public accounting. As a tax practitioner and owner of a specialty photography studio, Hispanic Magazine as a top 100 Hispanic entrepreneur in the United States recognized him. As a result of his success in business, Mr. Gascon was invited by a widely known Central American association to speak in El Salvador to an audience in excess of 600 entrepreneurs on the topic of doing business successfully in the United States.

Mr. Gascon's diverse business expertise has proven especially useful to small business startups and to businesses that are experiencing growth. As a former business director at Valley Economic Development Center (VEDC), he successfully helped small businesses access more than \$13.5 million in capital while providing business education and consulting that reinforced the value of business banking relationships. His former experience with non-profit companies such as VEDC and Pacific Asian Consortium in Employment (PACE) has helped him gain an appreciative understanding of the dynamics of small business and its need for solutions to accessing capital. He is driven by a sincere desire to provide measurable economic impact to the small business community.

Mr. Gascon communicates well with small business owners and empowers them through his non-technical, conversational approach to discussing business matters. This practical, low-key technique to providing services and educating has proven to be highly effective and popular. He has been acknowledged by numerous entrepreneurs as "adding clarity to confusing technical jargon." Sergio Gascon is fluent in Spanish and holds a Bachelor of Arts degree in business administration with an emphasis in accounting and finance.