

A film about women

REDWOOD

YVONNE CAMPOS

THE MAVEN

When Yvonne asks you to do something, you do it. You don't ask why; you just do it.

A pioneer of women, Yvonne awakened something in culture that will define new eras. She is a fourth-generation Latina raised in Texas. Her family was surrounded by people who looked like them. "What was wonderful is all the leadership was Latino - the teachers, the police, the doctors; all those people were accomplished, and they (my family) were people like them. So they didn't have any question about who they were."

Yvonne Campos founded Campos Market Research in 1986, after working internally at Heinz, overseeing taste-testing focus groups for women. She quickly became a mainstay in the corporate circuit, fostering relationships and finding ways to help mentor and champion women. A single mom of two, Yvonne is frank about the demands and sacrifices she made for her career. "There are days you don't win the mother-of-the-year award."

Her work stretched the globe and she was tapped regularly for her foresight in market research. This propelled her positions on boards as she became a voice for the underserved. She championed women's causes and brought WPO (Women's Presidents Organization) to Pittsburgh, building a network of women across the region. "She has a unique understanding of what connection can do to change the trajectory of a business and the legacy of a family." - Marion Lewis.

When friends met with her to discuss troubles in securing financing for a business venture (at the time, seed funding for female-led businesses was between 3-7% compared to today at roughly 20%), Yvonne said, "We know people. We'll get the money," and started Next Act Capital, an all-female group brought together to finance the venture. It soon parlayed into the Next Act Fund, which funded more than forty women-owned businesses. Yvonne was recognized by Forbes as a 50 Over 50 for Investment.

Her company stands today and is heralded as a top US research firm. In Yvonne fashion, she sold her business to a female and is still rewriting the rules of business through her philanthropy and venture capitalism, bridging social justice and backing the boldest female founders with capital and conviction. A supporter of the arts, she says, "as a young girl I didn't really get to experience much of it. I have two daughters. I wanted them to be exposed to the arts, so I took them to see all sorts of things; it's just been a part of my life and theirs," and was on the boards of many institutions including the Warhol Museum, Kelly Strayhorn Theater, WQED, Quantum Theater and Pittsburgh Dance Council.