

Pegi Matsuda
Publisher

Pegi Matsuda was named publisher of the *San Fernando Valley Business Journal* in 2001 after serving as the publication's associate publisher since 1999. Under her leadership, the *San Fernando Valley Business Journal* has grown significantly in terms of influence and leadership in the local business community.

Prior to joining the *San Fernando Valley Business Journal*, she spent 20 years in southern California corporations including GTE Telephone Operations and Sempra Energy. During that time, she held numerous leadership positions including directing the operations of sales and marketing, advertising, market planning, customer operations, market research, public affairs, business operations, new product development and strategic business planning.

Currently, Matsuda serves as an officer and board member for the Valley Industry and Commerce Association (VICA), a vice chairman of the board for the Valley Economic Development Center (VEDC), board member of the Association of Corporate Growth – 101 Corridor Chapter, member of the Association of Area Business Publications and member and board of trustees of the Woodbury University.

Matsuda has been recognized in various manners such as the following:

- Best Newspaper Scoop – Association of Area Business Publications – 2008, 2006, 2005, 2003, 2001.
- Best Overall Newspaper Design – Association of Area Business Publications – 2001.
- Best Small Business in the Valley – VICA, 2001
- Media Leadership Award – *San Fernando Valley Bar Association*, 2004
- Community Awards – *Valley Community Clinic*, 2002; *Valley Interfaith Council*, 2005; *Haven Hills*, 2006, *MEND* 2008
- President's Award – VICA, 2007
- 42nd Assembly District Woman of the Year - 2008

Matsuda holds a master's degree in organizational leadership from Woodbury University. She holds a bachelor's degree in human relations and organizational behavior from the University of San Francisco. She currently resides in Studio City, California.