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Hispanic Entrepreneur Builds Company, Helps Others Succeed

By Lauren Monsen | Staff Writer | 19 August 2011



Nina Vaca-Humrichouse, founder and CEO of Pinnacle Technical Resources, juggles the demands of career and family life. Her company, she says, "has never lost a client."

Washington — Nina Vaca-Humrichouse describes herself as a born entrepreneur, and she credits her parents for inspiring the drive and vision that propelled her to build a \$200 million company.

Hers is a classic American success story that began when she emigrated, at age 2, with her family from Ecuador to California and then worked alongside her siblings in the small businesses her parents established.

"I come from a long line of entrepreneurs, so taking matters into my own hands — and knowing the risk and perseverance that it takes to run a company — was natural to me," Vaca-Humrichouse said.

In 1994, at age 23, she graduated from Texas State University—San Marcos, and then

headed to New York. "I had the opportunity to land my first job in the technology arena, and that paved the way for my future entrepreneurial venture," she said.

After moving back to Texas, Vaca-Humrichouse founded Pinnacle Technical Resources, which provides information technology services to *Fortune* 500 companies (America's largest corporations in terms of sales revenues). Established in 1996, Pinnacle has more than 4,000 employees and is one of the fastest-growing private companies in the Dallas area. The company and its founder have received more than 80 national and local awards.



"Pinnacle has one primary goal: to become a \$1 billion firm within the next 10 years," said Vaca-Humrichouse. "All other goals are simply

In 2010, Nina Vaca-Humrichouse (seen here speaking at a conference) was named one of the 100 most influential Hispanics in America by *Latino Leaders* magazine.

steps along the way. One of my favorite quotations" — by automaker Henry Ford — "is 'Obstacles are those frightful things you see when you take your eyes off your goal.'"

Vaca-Humrichouse is chairman of the board of the U.S. Hispanic Chamber of Commerce, as well as chief executive of Pinnacle.

She said she is "passionate about helping others achieve success." As chair of the Greater Dallas Hispanic Chamber of Commerce's "Stars on the Rise" scholarship program, she has helped raise more than \$400,000 in financial aid for college-bound Hispanics. Her company hires and mentors summer interns from disadvantaged backgrounds, and she funds a scholarship that Texas State University created in her honor.

In 2007 and again in 2011, her company collaborated with the World Affairs Council and the U.S. State Department to employ women from the Middle East as part of a program designed to give them Western business skills and experiences.

Her advice for aspiring entrepreneurs? "Acknowledging and being comfortable with what you don't know is more powerful and effective than assuming you should know everything. ... Empowering others to do their best, while providing them with the proper leadership support, ultimately provides the best outcome."

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