



40 Under 40 2019: Caroline Conner, Homeowners Financial Group

Aug 9, 2019, 5:00am MST

Age: 33

Title: Director of corporate culture

Company: Homeowners Financial Group

Your hometown: Vancouver, British Columbia

What's the most important quality of leadership? A good leader is able to foster a sense of trust and loyalty in their employees.

How do you mix work and community involvement in the right portions? The beautiful thing about my job is that I don't have to separate the two. We believe in giving back to the communities that have been so important to our success as a company and encourage our employees to be active in giving back.

Besides your smartphone, what's the best tech invention that you use regularly? Apple HomePod

On your phone, what's your go-to app? Right now it's the [Hatch App](#) because I have a 6 week old at the time I'm writing this.

What's something about you that would surprise other people? I'm a good marksman.



JIM POULIN | PHOENIX BUSINESS JOURNAL
Caroline Conner

What was your first job with a paycheck? Folding pizza boxes for my parent's pizza shop.

What's the one piece of advice you'd give to your teenage self? Don't be in such a hurry to grow up. There will be plenty of time for that later.

What's the most important piece of advice you ever received, and from whom? "Employees come first. If you take care of your employees, they will take care of your clients." - My mom always told me that growing up, but I'm pretty sure she got it from Richard Branson.
