

THE VALLEY

200

THE MOST INFLUENTIAL LEADERS IN THE VALLEY AREA 2019

**PEGI MATSUDA***Pegi Matsuda Consulting*

Pegi Matsuda, 64, opened Pegi Matsuda Consulting in Sherman Oaks last year, the culmination of contacts and coalitions that she has built across several decades as a result of her civic and community engagement. Matsuda is or has been a board member for many of the Valley's best known organizations, including Valley Economic Development Center, Valley Industry and Commerce Association, Valley Economic Alliance, Woodbury University, Valley Presbyterian Hospital, West Hills Hospital and the Fernando Foundation. She was

named Woman of the Year in 2013 by the 42nd Assembly District, among other honors. Matsuda was president and publisher of the Business Journal from 1999 through 2012, then began serving as foundation president at Valley Presbyterian Hospital before segueing into her consulting practice.

FAVORITE PLACE TO VISIT: Beeman Park in Studio City.

ECONOMY A YEAR FROM NOW: Modest improvement because small business opportunities for women entrepreneurs seem to be on the uptick.

PASSION: My two Shelties: Ernie and Kacie.