

# Outlaws Welcome

Frances Moreno, managing partner of Vaco's Los Angeles practice, reflects on three pillars that have driven her success: **passion, values, and building teams of diverse people.**

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—FRANCES MORENO, MANAGING PARTNER,  
VACO'S LOS ANGELES PRACTICE

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Vaco has been named to *Inc.* magazine's list of the fastest-growing private companies every year since 2007 and has received similar accolades from *Los Angeles Business Journal* as a Best Place to Work in Los Angeles every year since 2009. The company is dedicated to developing long-term relationships, life-long careers, and creative client solutions.

**A**s a premier talent and solutions firm with more than 40 offices around the globe, Vaco excels in helping businesses find their ideal match for project engagements and full-time roles, primarily in accounting and technology.

“It's all about following your passion,” says Frances Moreno, managing partner of Vaco's Los Angeles practice. “When you follow your passion and enjoy what you do, it fuels you. Many people are good at something but are not passionate about it—and they get stuck in a less-than-gratifying situation. After 15 years at Vaco, I still love what I'm doing.”

Vaco prides itself on being relationship-driven and creating autonomy across the organization. That requires trust, accountability, and results.

“Build a fantastic team to create a sense of community,” Moreno explains. “If you want to create an asset that adds value to the business world, you need a team to scale and emulate it. On day one, I set out to build a team. Fifteen years later, much of that same team remains with me.”

## Clear Values, Clear Decisions

It was during Moreno's previous career as an executive in a large, publicly traded company that she experienced how a rigid corporate workplace culture did little to support her needs as a parent.

“My story wouldn't be complete if you didn't know why I started our Los Angeles office,” Moreno says. “My daughter, Maya, was born with a rare neurological disease impairing her motor skills. She required multiple therapies and doctor visits. This was long before telecommuting was universally accepted, so it became untenable for me to come and go to the office—to do what I needed to do for my daughter in the short time that she had.”

When offered the opportunity to launch Vaco's Los Angeles practice, Moreno jumped at the chance. She firmly believes that knowing priorities and values helps make the right choices. Moreno knew Vaco had a landscape that would allow her to create something transformational, and it has.

Vaco provides opportunities for all, and there is no question Moreno is a model for creating a diverse and inclusive business. Women comprise the majority of her leadership team, and a rich cultural heritage backs them—diversity that reflects the metropolis she serves.

Moreno and her team are on a mission to humanize corporate matchmaking. “We love both curious, creative self-starters who are following their passion and companies with great workplace cultures,” she says. Helping solve problems for clients' needs, she adds, is deeply fulfilling and a reflection of the company's name. “Vaco,” Moreno explains, “is Latin for ‘to free oneself.’”

