

# Rising stars

**The future of metals looks bright as six *AMM* Rising Stars—recognized as part of a new awards honor—are making their mark on the metals industry in their respective fields.**

**T**heir talent and tenacity are undeniable. Give them a challenge, and they run with it. They have that “something special” that makes people stand up and take notice.

Members of the inaugural class of *AMM*’s Rising Stars are as different as they are similar. They represent six areas of responsibility and vastly different skill sets. But all have distinguished themselves in their companies and in their fields, creating meaningful impact.

*AMM* readers were asked to submit nominations for the Rising Stars within these criteria:

- Proven contribution: Men and women under age 45 who have made a proven contribution to their company in terms of strategy, technology, processes or other measure.
- Innovative: They are influential, the ones driving the agenda for their companies and industry by innovating and guiding their businesses into new markets.
- Go-getters: They have demonstrably moved the needle through business transformation, pioneering action, revenue growth and other means.

The 2015 *AMM* Rising Stars are:

**Aviva Leebow, chief executive officer, Pacesetter Steel Service Inc.**

It certainly isn’t easy to be the daughter of the company founder. However, while remaining mindful of her family’s legacy, Aviva Leebow has established her own leadership identity that is shaping the future of Pacesetter Steel Service Inc.

Drawing on her father’s passion for the organization, Leebow is driving innovation and excellence at Kennesaw, Ga.-based Pacesetter that is uniquely her own. She has a vivid vision for Pacesetter’s future that is all hers, and has published it for distribution to teammates, customers, suppliers and even her competitors. It’s a roadmap for where Pacesetter is going over the next three years, focusing on growing the organization through teamwork, collaboration,



Aviva Leebow

technology and innovation, while giving back to the community.

Leebow began her Pacesetter career following graduation from the University of Baltimore, magna cum laude, (also holding a Bachelor of Arts from Florida Atlantic University) as Learning Leader and interviewed all 152 company associates. From those interviews, she created a strong education plan with well-defined goals, performance metrics and accountability. Leebow also identified key areas for strategic improvement and engaged a team to address them. She quickly was promoted to the executive level and started driving initiatives throughout Pacesetter.

Leebow has created a mindset of TGIM (Thank God it’s Monday), and associates view their workplace as a home for personal fulfillment. She routinely travels to Pacesetter’s facilities to promote continuous improvement. By frequently asking the “what if” questions, she has ignited creativity, enthusiasm and collaboration throughout the organization.

In addition to her intense focus on Pacesetter and its people, Leebow also embraces technology and social media, and is beginning to integrate them to promote not only her company but also the goals and image of the steel industry as a vibrant, technology-driven cornerstone of American manufacturing. She also

encourages community volunteerism within Pacesetter and serves as an example through her leadership role with the Atlanta-area Susan G. Komen 3-Day Walk raising funds for breast cancer awareness.

**Riley Mabry, Borusan North America sales manager, Borusan Mannesmann Pipe U.S.**

In the only seven years since graduating cum laude from Louisiana Tech, Riley Mabry has established himself as an innovator, oil-country-tubular-good (OCTG) market expert, and leader of projects and people.

He began his metals industry career with U.S. Steel Corp.’s tubular products and quickly received increasing responsibilities due to his rapid technical and industry-recognized growth coupled with exceptional marketing and communications skills. Mabry then worked for Precision Castparts Corp. (PCC) where he launched the company’s energy group of companies, its first foray outside of the aerospace market that produced PCC’s first direct sale to an oil company. He delved into project management and sought out third-party suppliers, providing turnkey services that saved hours of downtime and produced vastly improved yields.

Mabry joined Houston-based Borusan Mannesmann Pipe U.S. in 2013 as outside sales representative, bringing his project management experience to the forefront as the company was in start-up mode. From the get-go, he was intimately involved in defining the company’s sales strategy and transition from a traditional



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