

Forty Under 40

Utah's Rising Stars

by Jacob Moon and Jamie Huish Stum



One of Utah's many strengths has long been the fresh faces of its youthful, innovative population that constantly illuminate the business landscape. Whether it's creating new categories or directing established companies, this generation of leaders is confidently coming into its own.

Bringing together the leading lights of that crowd, our sixth annual 40 Under 40 is an assemblage of entrepreneurial experts, tech wizards, finance gurus and executive captains. Join us in recognizing the standouts who are guiding industry trends and shaping future outcomes.

By Jamie Huish Stum & Jacob Moon

Geoffrey Robert Granum

President, Silver Creek Development | Age: 36 |
Favorite Movie: Top Gun | Role Model: "My kids. They remind me what life is really about."

"I enjoy business and the thrill of achieving the American dream," says Geoff Granum, President of Silver Creek Development. That may be somewhat of an understatement, however, considering Silver Creek excels in building high-end custom homes in places like California, Deer Valley and Hawaii. Having dabbled in more affordable housing for a while, Granum eventually turned the tables, focusing his company on homes ranging from \$3 million to \$20 million. "I enjoy the challenge of being the best at what I do, the fight to succeed and the desire and motivation that is created in a competitive marketplace."



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