



Diego  
Lowenstein, 36

**Current Position:** Chief Operating Officer, Lionstone

**Background:** Lowenstein joined his father and siblings in the company his grandfather launched more than 40 years ago in Argentina. As a child, he played in the lobby of the Miami Beach D'Lido Hotel, now integrated into the family's Ritz Carlton South Beach. "I always knew as a kid, and even going to college, that I would go into the family business," Lowenstein says. "I'm fortunate to have a father that has taught me the ways, that has taught me the smarts of the street."

**The Future:** His ambition is "to make a lot of money," Lowenstein says. "If you don't have that focus, why go into business? If you are a true entrepreneur, it's about getting a good return off your capital."

**Key Choice:** Leaving Argentina in 1998, along with most of his family.

**What His Father Tells People He Does:** "He would probably say, 'My son gets the details done.'"