

LatinaStyle, Vol. 7, No. 5, 2001

Rising Stars: Young Latinas on the Move

By Cathy Areu Jones

Deborah Wainstein

At 27, Deborah Wainstein, founder and president of Priority Staffing Solutions, in New York City, is the youngest Hispanic staffing president in New York City. It's a feat she accomplished by working long hours and doing "whatever it takes to make it happen."

After working as an account executive at an employment agency for five years, she knew she wanted to run her own staffing company. So, she spent time learning the industry and making plans to start her own business.

While still working as an account executive, she put together a business plan and approached venture capitalists. "I did all of my due diligence. I put everything together, and handed it in and [the venture capitalists] said: 'Let's do it.' People always need to be employed and people will always need to employ."

At 25, she opened her own agency. "My first office was literally a file room," she says. Today, Wainstein's company takes up two floors of a Manhattan building. Occupying a third floor is in the works.

When she's not running her business, Wainstein takes time to speak to aspiring entrepreneurs at universities. Among many tips, she tells them: believe in yourself, and you can do it.

