

Membership Spotlight: Sandra Moton, Founder and CEO – SR Pro Consultants



Founder Sandra Moton learned the importance of people helping each other to achieve their goals at an early age. Grounded in the belief that “failure is not an option” she continued that spirit in her own organization, SRPro Consultant. SRPro Consultant's vision is to help startup, small-midsize for-profit organizations, and nonprofit organizations with the value and benefits of a People Strategist Resource with the objectives to help the organization accelerate and achieve their business goals. Being able to help other professionals evolve and grow is a passion and at the center of Sandra’s identity. SRPro Consultants has been a member of the Downtown San Diego Partnership for many years where she has been instrumental in the professional development and education of Executive leadership both at the Federal and State level.

The Downtown Partnership had an opportunity to sit down with Sandra Moton, where we discussed the following:

DSDP: What opportunities have helped forward your success?

Sandra: “Based on my 40 years’ experience in People Resources & Culture with Oil & Gas, Hospitality, Medical Device, City Government, Small Tech Business and Start Up Businesses I have had the opportunity of providing and sharing this with Multiple Small Business, City Government, Startups and Nonprofit organizations both in the San Diego and surrounding community as well is in multiple organizations across the United States.”

DSDP: What is your marketing strategy to reach the widest audience as a diverse business owner?

Sandra: “My marketing strategy has been to provide my value-added services to one client at a time. This has helped to create a network of opportunities through word of mouth.”

DSDP: How has the DSDP helped to elevate your organization’s presence in the downtown market?

Sandra: “DSDP has helped me in several ways. First, as a key client, I have worked with the CEO and COO to provide Organizational Development, Compliance, Diversity and Staffing support. I have also been provided the privilege of presenting to the Board, and through my membership have been able to network with multiple organizations located in the downtown San Diego area.”

DSDP: As a diverse business owner what do you want people to know or remember as we celebrate Black History Month?

Sandra: “When I was 15, I pushed to change the curriculum in our school to reflect more history about Black Americans. During that time there was very little that was taught in the schools. You had the major figures like Frederick Douglas, Harriet Tubman, Christus Atticus and Benjamin Carver. And if you were lucky you heard of Entertainers such as Hattie McDaniel, Paul Roberson, or Sidney Poitier. And sports, who cannot forget Jackie Robinson. But outside of these few examples the History books did not give a lot of information outside of slavery. As with all cultures we learned our history through stories told by our parents, grandparents, great Aunts and Uncles. When I pushed for change, we were looking at having a week to highlight our history and now we have a month. But the goal was to open minds by introducing who we were. Because with knowledge and understanding we had hoped to minimize the amount of disrespect and at times, hatred, received only because of the color of our skin.

The history of Black Americans is vast. African Americans have been at the side of leaders in this country from the very beginning. We have withstood adversity and still stand strong. Our ancestors have been innovators, civil leaders, teachers, scholars, political leaders, religious leaders, Military leaders, Entrepreneurs, business leaders, change makers and care takers all of which have pushed the United States forward. We share in the same values and ideologies such as hard work as other Americans and want the same thing I believe which is to make a better world for ourselves, our families and for others. I identify with a quote by Martin Luther King Jr., “Judge a man not by the color of his skin, but by the content of his character.””

DSDP: What does being a diverse business owner mean to you?

Sandra: “I don’t look at myself as a diverse business owner but as an entrepreneur who has experience, knowledge and skills that can add value to any organization who wants to achieve their business goals and objectives. I currently work with both local and national organizations who come to me for those reasons. Being diverse only enhances what SRPro Consultants can bring to the table of any organization.”

DSDP: How do you celebrate diversity in your organization?

Sandra: “As a Minority Female I celebrate diversity daily in both my private and professional life. I walk with a very close friend, and we are as different as night and day. She is 80 – I am not; She is from a Southern State – I am from the Midwest; She has come from humble means I have come from a Middle-class family. She is one of the best friends that I have. We talk, we share opinions, I learn from her, and she learns from me – and in the end it’s all about friendship, trust, mutual respect, and love. It sounds a little soapy but it’s true.

Other ways I celebrate – I work with people of all ages, from all over the country and with different ethnic and diverse backgrounds. I support and celebrate diverse businesses whenever I can. I keep an open mind. My husband and I travel the world. We learn from diverse cultures, different viewpoints and cherish each and every moment. And when we return, we share with those who want to listen and apply our learnings where we can.

Finally, I serve on several boards in the San Diego County area, either on the Board of Directors or in an Advisory capacity. This helps me even more because it allows me to Serve and Give Back.”

We thank Sandra and SRPro Consultants for being a valued member of the Downtown San Diego Partnership, and we honor them for their contributions to adding to the diversity and inclusion in Downtown San Diego.

Learn more about SRPro Consultants: [SRPro Consultants](#)