

# Logan Aguirre

Logan Aguirre is the Publisher and Owner of Four One Seven, a leading regional media company in southwest Missouri that produces 417 Magazine and Biz 417. After her parents acquired the business in 2001, Logan joined in 2006 following a successful career in marketing and public relations in New York and St. Louis. Rising through various roles in sales, marketing, and events, she eventually became President before purchasing the business in September 2020.



In 2019, Logan introduced the Great Game of Business to the organization, leading her team to win the prestigious Great Game of Business All Stars from 2020 to 2024, including the top honor in 2023. She has invested in significantly diversifying the brand's platforms and revenue streams, producing thought leadership events Think Summit and Ladies Who Launch, launching the next-generation leadership development program The Legacy Network, and expanding 417's digital reach and impact. In 2023, The Springfield Area Chamber of Commerce named Four One Seven as a Small Business of the Year finalist.

Logan is deeply committed to 417's mission of "Shining a Light" and is an active community leader. She has served on numerous boards, including Chairman of the Springfield Area Chamber of Commerce (2021), Chair of Women of Wish for Make-A-Wish Foundation, Junior League of Springfield, Springfield Business Development Corporation, Springfield CVB, Foundation for Springfield Public Schools Advisory Board, Friends of SPS Steering Committee, Care to Learn Advisory Board, Lost & Found Grief Center Junior Board and CoxHealth Young Professionals Advisory Council. She is a graduate of Leadership Springfield Class 31.

She currently serves on the board of directors for Four States Bank and on the national board for the City Regional Magazine Association. Logan graduated Magna Cum Laude from the University of Missouri School of Journalism.

Recognized as one of Folio: Magazine's Top Women in Media in the Corporate Visionaries category in 2017, Logan is also a sought-after speaker and emcee, with experience ranging from emceeing Go Red for Women for the American Heart Association to speaking at national conferences like the Great Game of Business.

Logan is married to her husband of 19 years Dave Aguirre, and together they have a daughter Lucy, 16, and a son Cruz, 12. When not cheering for her kids on a stage or a field, you can find her in hot yoga classes or on a boat with her family at Table Rock Lake.