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**Norma O. Serrano Inducted into Cambridge Who's Who Executive, Professional and Entrepreneurial Registry**

*Ms. Serrano became involved in her profession because she always wanted to start her own business.*

**/Cambridge Who's Who/** - Toluca Lake, CA, July 19, 2008, Norma O. Serrano, President of Gen X, Inc., has been recognized by [Cambridge Who's Who](#) for showing dedication, leadership and excellence in all aspects of retail marketing.

With more than 18 years of professional experience, Ms. Serrano specializes in marketing and is primarily responsible for managing sales and overseeing business operations. She received her Bachelor's Degree in Travel and Tourism Management in 1988. Ms. Serrano became involved in her profession because she always wanted to start her own business, <http://www.genxshopping.com>, and attributes her success to her determination.

**The Cambridge Who's Who Mission**

The mission of **Cambridge Who's Who** is to ensure that Cambridge members receive recognition, support and credibility to advance their careers. **Cambridge Who's Who** is also committed to delivering the highest quality networking resource for job recruitment, career enhancement and new business development. See who's making news at the [Cambridge Who's Who News Blog](#).

**Cambridge Who's Who** members have exclusive access to the biographical information of more than 200,000 successful executives, professionals and entrepreneurs at [www.cambridgewhoswho.com](http://www.cambridgewhoswho.com), where they use the database to share information, knowledge and services. Communication via the **Cambridge Who's Who registry** travels in two directions, enabling **Cambridge Who's Who** members to reach out when they have a business need or opportunity as well as receive information on exciting new ventures.

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Cambridge Who's Who is the fastest-growing publisher of executive, professional and entrepreneur biographies in the world today. Our accomplished members and extensive online database make Cambridge Who's Who a premier resource for networking.

The Cambridge mission is to deliver its members the recognition and competitive edge needed to network and do business effectively. Inclusion in the registry is an honor limited to individuals who have demonstrated leadership and achievement in their industry and occupation. The registry is distributed exclusively to our members around the world, making it the ideal vehicle for you to use to position yourself and your company.