
Rock Solid:
*Faith, Family,
and a Thriving
Company*



Q&A
with
**David and Liana
Pineda**



Sixty

minutes
interview
with

**David & Liana
Pineda**



1

. You started with very little - what was the very first bold decision that shifted you from surviving to scaling, and how did that moment shape your mindset as business leaders ?

The boldest decision, and the one that truly changed everything, was stepping forward in obedience to a purpose God had placed within us. Leaving a long-term career to enter an industry we only knew through our own painful personal experience defied conventional wisdom.

But choosing His way in the face of uncertainty is what moved us from simply surviving to truly growing. It taught us that clarity often follows obedience - and that when you follow God's leading, He shows up.

That mindset of trusting God over logic and purpose over comfort continues to shape how we lead and build today.

2

. Running two demanding businesses together, how do you divide your roles – and more importantly - how do you protect your relationship while building an empire?

God has blessed us with 27 years of marriage, countless victories, and a deepening unity in purpose and partnership. We don't want to build an empire if it means losing sight of what truly matters.

Instead, we focus on creating something that honors our relationship, reflects our values, and deepens our faith. We've found that we work best when we divide responsibilities based on our strengths.

We give each other space to lead, grace to grow, and support when it's needed most. It's not about splitting everything evenly; it's about showing up where it counts and staying in sync through the demands of both work and life. Turning off "work mode" isn't easy, especially when home is also the office.

That's why we're intentional about nurturing our relationship. Whether it's taking time away, enjoying a sunset with a glass of wine, or surrounding ourselves with life-giving people, we protect what matters most.



3

.What were your biggest early mistakes in business - and how did those missteps set you up for the wins you're experiencing now?

Early on, we sometimes undervalued our work out of empathy for clients who had been taken advantage of by dishonest businesses.

We understood their desperation firsthand, but ultimately underpricing strained our resources and limited growth. We also sometimes hired out of compassion for those in need of work. While our intentions were sincere, it didn't always lead to the right outcomes. Over time, those early missteps helped shape a wiser path forward.

We focused on building a trusted team, developing a strong network of skilled specialists to meet each project's needs, and learning that pricing with confidence honors both the value we bring and the integrity of how we operate.

4

. What does visionary leadership look like for you now compared to when you were just getting started?

In the beginning, visionary leadership looked like survival - being deep in the trenches, laying the foundation, wearing every hat, and doing what ever it took to build stability and earn trust.

Today, we put more intention into equipping and empowering others, investing in our team, and creating a culture of trust, growth, and faith. We lead with a Kingdom mindset - seeking, stewarding, and giving beyond ourselves. It's not about what we can build, but about who and how we can build up people along the way.

We're casting purpose-driven vision that inspires others to see beyond the task at hand and recognize the impact their work can have in people's lives.

5

. Your businesses are in high-stakes, high-reward industries. What's one unconventional principle or strategy you swear by that others in your industry often overlook?

One principle we live by - and one often overlooked in business - is the power of spiritual alignment and obedience. We believe true success flows from being in tune with and living out a higher purpose, not just being driven by ambition or strategy.

For us, faith doesn't pause when work begins. Work begins with seeking God first. Time and time again, we've seen that when purpose leads, provision follows - through timely opportunities, the right people, and solutions we never could've made happen on our own.



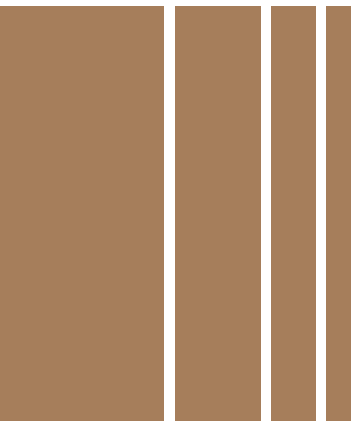
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6 . When you're building generational wealth and legacy, what anchors your decisions - *money, mission, or meaning* ?

We don't choose one over the other. Money, mission, and meaning each anchor our choices, guided by our greater purpose.

Money is a tool we're called to steward responsibly.

Mission shapes our vision and strengthens our commitment to meaning full impact.

Meaning keeps us grounded in what truly matters - passing down faith, family values, and generational financial wisdom. Ultimately, building a lasting legacy requires all three, working in harmony.

David and Liana, we thank you for the interview.

