

CHRIS LUNA

METROPCS COMMUNICATIONS

A lot has changed since Chris Luna joined MetroPCS nearly eight years ago.

The provider of prepaid cell service known for its quirky ads quadrupled its employee count to 3,700 workers, expanded to 13 geographic markets from four, and grew its customer base to 9.3 million from 1.5 million. MetroPCS, which went public in 2007, made the *Fortune* 500 this year, coming in at No. 490 on the list.

Luna, the second attorney hired in the legal department, has helped grow it to a staff of eight lawyers. He stays busy, but that's the way he says he likes it: "I've heard more than once, people say, if you want a project done, give it to Luna."

One of Luna's most challenging legal issues over the last year came via a pro bono project for Shared Housing Center Inc., where he serves as chairman of the advisory board and leads the nonprofit's efforts to build a multifamily affordable housing complex certified under Leadership in Energy and Environmental Design standards.

The nonprofit applied for state low-income housing tax credits, but had to battle through two appeals after initial denials. Luna educated himself on rules governing tax credits and traveled to Austin five times for presentations before state officials. Ultimately, Shared Housing Center won its appeals and received a commitment from the state for future housing tax credits.

Luna has put such nonprofit/legislative experience to work at his in-house counsel job as well. At MetroPCS he started the company's state legislative-affairs efforts and manages the program in all states in which MetroPCS operates. He also has taken the lead on several diversity initiatives, including creating a diversity statement to highlight the company's goals to promote diversity.

Luna is known to those active in politics for his service on the Dallas City Council from 1991-1997. He was just 31 when elected to the council post, which he considers key in shaping his legal career. "In essence, I was a governing board member for a \$1.2 billion enterprise with 12,000 employees," he says. "We had to set policy and direction. All of those skills were very transferrable to an in-house attorney role."

Luna says he may return to politics later in life, as a "capstone" to his career.

When he's not working at MetroPCS, he's involved in a host of civic pursuits—something he encourages young lawyers to do. "You can be active in your church, in your kids' schools, in professional organizations, but you've got to do something to give back," he says. "If people are just takers, who's going to do the giving?"

—Kerry Curry

