

LATINOS & SOCIETY



**LATINO BUSINESS &
ENTREPRENEURSHIP
SUMMIT**

Fostering Economic Resiliency in
Latino Cities and Communities

SUMMIT
2021
OCT 27

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BIENVENIDOS TO OUR NATION'S CAPITAL!

October 27, 2021

We are delighted that you are joining us at our inaugural Aspen Latino Business and Entrepreneurship Summit. This year's summit promises to energize and catalyze ideas into action under the theme "Fostering Economic Resiliency in Latino cities and communities."

The Aspen Institute Latinos and Society Program (AILAS) is proud to convene local and national leaders from the business, policy, philanthropy, and civic sectors to share ideas and explore approaches to enhance and elevate the economic power of Latino business owners and entrepreneurs throughout the United States.

We are incredibly excited to welcome our first cohort of the Aspen City Learning and Action Lab represented by their local ecosystem steering committees in the following cities: Chicago, Miami, El Paso, San Antonio, Phoenix, and San Bernardino! These extraordinary leaders will showcase how they are innovating and coalescing around strategic priorities to scale impact and boost their local Latino business economy.

The fact of the matter is that Latino-owned businesses are the engine of the American economy, representing more than 3 million American jobs. What's more, the US Latino economic annual output totals 2.7 trillion, and according to the Latino Donor Collaborative 2021 report, US Latinos represent the 7th largest economy in the world. The state of the US economy and prosperity for all Americans depends on Latino entrepreneurship and our success. We must crack the code to scale Latino-owned businesses and create pathways for intergenerational wealth building.

This summit represents an opportunity for city leaders to workshop ideas and make connections that lead to transformational change. We have strength in numbers. Now is the time for collective action to leverage once-in-a-generation federal investments to unlock economic prosperity for American Latinos and all communities.

We are architects of change, building the infrastructure of opportunity. Together, we will create a roadmap imbued with optimism, the tools, and the determination to ensure that America's best days are still ahead.

Enjoy the summit and the camaraderie. It is so good to see you in person.

Adelante!



Domenika Lynch

Executive Director, Aspen Institute Latinos and Society Program

CITY LEARNING AND ACTION LAB

Supporting the Stabilization & Growth of Latino-Owned Businesses

As Latino-majority cities/ communities in the US strive to accelerate equitable small business recovery and stimulate opportunities for long-term growth in the devastating wake of COVID-19, we believe there is an immediate opportunity to inform these strategies by convening cross-sector city leaders and supporting coordinated ecosystem actions to best support and reimagine the Latino small business ecosystem.

The Aspen Institute's Latino City Learning and Action Lab invites city ecosystem leaders from the public, private, and civic sectors in Latino-majority cities and/or communities to commit to stabilizing, growing, and equitably accelerating their Latino small business community. Under the Latino Business and Entrepreneurship Initiative, the City Learning and Action Lab is currently working with five Latino-majority communities for a 12-month period to spur economic growth in regions where COVID-19 exacerbated long-existing inequities. The initiative is designed to support key anchor organizations in each of our 5 cities to form an entrepreneurial ecosystem steering committee composed of 8 to 10 key cross-sector leaders. Committee members are coalescing around strategic ecosystem priorities and will work to implement at least one solution to boost and sustain their local Latino business economy. The first cohort of cities includes San Bernardino in California, Phoenix in Arizona, the Southwest side of Chicago in Illinois, and El Paso and San Antonio in Texas.

Why the City Learning and Action Lab?

The intention behind creating this program was to attempt to move away from the more traditional ecosystem assessments that have dominated the field, and design a community informed and data driven program that is meant to be mostly applied in nature. Moreover, we had identified that in previous attempts at understanding BIPOC small business ecosystems, there was an absence of the actual practitioners in these Latino-majority communities sitting at the decision making table. This is why the lab has a specific anchor track, whereby we empower a local organization working closely with the Latino business community to serve as our trusted partners on the ground. They leverage our collective convening power to bring in key cross sector leaders with the interest and wherewithal to advance the Latino economic agenda.

Furthermore, we recognize that entrepreneurship-led economic development is a team sport, and increasingly more, federal and state investments into cities and regions are being vetted for proof and evidence of well organized coalitions in order to stay ahead of the Federal investment landscape. Recognizing that equitable economic development can't be done in sprints any longer, learning and acting together must be a prerequisite for any successful ecosystem building development effort. While we recognize that we will not solve all systemic challenges in a 12 month period, we are confident that the City Learning and Action lab is an important first step for many communities in need of a better shared understanding of how to support Latino entrepreneurs and small business owners.

Building Knowledge Communities:

We support participating cities by providing a custom, city-specific learning and actionable track based on a city's unique ecosystem context, consensus around needs, peer learning among committee members and between cities, and technical assistance to support an action (e.g. policies, programs, procedures, or practices) on behalf of their Latino-business community.

A Community-Centered Approach:

Each participant Latino-majority city/community is represented by an ecosystem anchor organization, which has convened and formed an entrepreneurial ecosystem steering committee (EESC) of 8-10 key high-level, cross-sector leaders from its public, private and civic sectors. Leaders in each EESC range from a former Hud Secretary, senior executives from the corporate sector, venture capitalists, banking, community development financial institutions, local foundation leaders, business owners, and business serving organizations.

A Data-Informed Approach:

Each anchor partner has been tasked to identify a local data partner that is serving as their committee's eyes and ears regarding the latest available data to complement our national data track. In addition to the shared learning components of this program, each EESC is identifying metrics and analyses to inform policy design and goal-setting efforts. As a result of this effort, cities have been receiving an assessment with baseline data to guide local actions, and will be provided a dashboard outlining their unique ecosystem characteristics with key indicators to support collective goal-setting efforts. The city dashboard design will be presented to each city EESC mid-way through the program, with the final dashboard expected to be delivered at month 10th of the programmatic year.

The programmatic pillars of the City Learning and Action Lab are:



If you are interested in learning more, please contact Alejandro Manzanares, Senior Program Manager, Aspen Institute Latinos and Society Program, Latino Business & Entrepreneurship Initiative, at alejandro.manzanares@aspeninstitute.org.

AGENDA

8:30-9:30 AM

Breakfast & Registration (Colonnade)

9:30-10:00 AM

Welcome and Introduction (Grand Ballroom II)

- Domenika Lynch, Executive Director, Aspen Institute Latinos and Society
 - Daniel R. Porterfield, President and CEO, Aspen Institute
 - Isabella Casillas Guzman, Administrator, U.S. Small Business Administration
-

10:00-11:00 AM

Unleashing the Power of Latina Entrepreneurs (Grand Ballroom II)

Latina-owned small businesses are the fastest-growing segment of the business community in the United States, playing a key role in fueling the nation's economy. According to the National Women's Business Council, there are over two million Latina-owned businesses in the country, a growth of more than 87% since 2007. However, Latinas face unique barriers to starting and growing their businesses, including accessing necessary financing and balancing demands at work with those at home. In addition, for many Latina single mothers who account for approximately 28 percent of Latino households in the U.S., owning their businesses is necessary to care for and provide for their children and aging parents. Unfortunately, the pandemic has had devastating consequences for many Latina entrepreneurs and their families, bearing the brunt of the economic fallout. In this conversation, panelists discuss programs, incentives, and policies needed to bring much-needed resources and access to capital to reignite the Latina business economy.

- Janie Barrera, President, CEO and Founder, LiftFund
 - Rosa Santana, Founder and Chief Executive Officer, Santana Group
 - Myrna Sonora, Regional Vice President, South Florida, Prospera
 - Lisa Urias, Chief Program and Community Engagement Officer, Arizona Community Foundation (*moderator*)
-

11:00-11:10 AM

Break

AGENDA

11: 10-12:10 PM

BREAKOUT SESSIONS

Preparing Workers for the Jobs of Today and Tomorrow (Grand Ballroom II)

The World Economic Forum's Future of Jobs Report 2020 predicts that, as machines replace 85 million jobs by 2025, the shift will lead to a net addition of 12 million jobs. But the pandemic accelerated automation, presenting an urgency to upskill workers to meet the current and future demand for employees across all industries with higher digital skills. As projections indicate that Latinos will comprise 28% of the U.S. population by 2060, Latino workers need the skills and training to obtain emerging jobs that will be critical for the U.S. economy and its global competitiveness. This discussion will center on current trends affecting the labor market that are displacing traditional jobs and occupations, and will provide recommendations for local economic ecosystems to improve the digital readiness of the Latino workforce.

- Welcome Remarks by Congressman Pete Aguilar (CA-31)
- Dr. Alex Alonso, Chief Knowledge Officer, SHRM
- Karina Ayala-Bermejo, President and CEO, Instituto del Progreso Latino
- Dr. Tomas Morales, President, California State University San Bernardino
- Mike Valdes-Fauli, President and CEO, Pinta (*moderator*)

Tapping Procurement and Supplier Diversity: Scaling Up Hispanic-owned Businesses (Grand Ballroom I)

Corporate supply chains and public procurement can be game-changing opportunities to sustainably scale businesses. Strategic supplier firms are more resilient through economic crises. They also contract quality jobs, with higher annual salaries, benefits, and opportunities for employee development. Forging strategic supplier partnerships is critical to enhance the competitiveness of corporations, minority-owned businesses, and the U.S. economy. However, Hispanic-owned businesses often do not have the networks or knowledge to access procurement opportunities and provide their products and services. Likewise, many corporations lack a supplier diversity strategy that could increase their competitive advantage by pursuing new business opportunities with Latino-owned companies. Panelists will discuss opportunities to foster a more deliberate, coordinated brokering process to connect Hispanic-owned businesses to corporate and public procurement opportunities.

- Paxton Baker, Minority Owner, Washington Nationals
- Kris Oswald, Vice President, Global Supplier Diversity, UPS
- Bibi Hidalgo, Associate Administrator, Office of Government Contracting & Business Development, U.S. Small Business Administration
- Jaime di Paulo, President and CEO, Illinois Hispanic Chamber of Commerce (*moderator*)

AGENDA

11:10-12:10 PM

BREAKOUT SESSIONS CONTINUED

The Green Economy: Building Resiliency for Latino-owned businesses (Roosevelt)

The Green Economy: Building Resiliency for Latino-owned businesses

As climate change puts environmental and human health at risk, innovations to mitigate the impact of rising temperatures—including manufacturing, engineering, construction, and other activities in the clean energy sector—create opportunities to build a more prosperous future. Several of these industries earn higher returns and pay higher median wages than verticals in which Latinos are typically employed, often not requiring a four-year degree. Moreover, many Latinos already work in renewable energy jobs: 1 in 5 workers in the solar and wind industries are Latino. In addition, 1 in 6 construction jobs is in energy efficiency. Still, Latino-owned businesses are negligible in the clean energy sector, presenting an opportunity to address environmental justice and unleash economic empowerment for Latino communities. Latino entrepreneurs and innovators can play a more substantial role setting up green solutions for a better future. Panelists will present strategies and pathways for Latino businesses to join the green economy supply chain and adopt sustainable approaches to their business models.

- Gloria Martinez, CEO/CMO, NEO Broadband
- Eugene Montoya, Climate Change Specialist, Public Affairs Sustainability Group, Wells Fargo
- Martha Montoya, CEO, AgTools
- Greg Gershuny, Executive Director, Aspen Institute Energy and Environment Program (*moderator*)

12:10 – 1:10 PM

Lunch (Colonnade)

AGENDA

1:10 – 2:10 PM

Presenting Sponsor Remarks (Grand Ballroom II)

- Angie García Lathrop, Community Affairs Executive, Bank of America
-

2:10 – 2:20 PM

Open for Business - Unleashing the Hispanic Business Potential through Digital Inclusion (Grand Ballroom II)

Hispanic communities were among the hardest hit by the pandemic, exacerbating existing inequalities. The lack of access to digital tools and critical capital led to a third of Latino-owned businesses to temporarily close or permanently shut down. The insufficient access to a digital safety net, including e-commerce channels, reduced the resilience and competitiveness of Latino businesses throughout the last year and a half. Still, with a supportive business ecosystem that offers access to critical capital, networks, and capacity building, Hispanic entrepreneurs and small business owners are primed to play a critical role in the nation's efforts to 'build back better.' This opening session offers top strategies for tapping into public and private investments to power up Latino businesses and create wealth in Latino communities, with particular focus on digital inclusion strategies.

- Lili Gangas, Chief Technology Community Officer, Kapor Center
 - Raul Moas, Knight Foundation
 - Hector Mujica, Economic Opportunity Lead, Americas, Google.org
 - Marcela Escobar-Alava, Deputy CIO
 - Kristine Gloria, Director of Artificial Intelligence, Aspen Digital (*moderator*)
-

2:20 – 3:05 PM

Access to Capital to Scale Latino-owned Businesses (Segment 1) (Grand Ballroom II)

Recognizing that Latino/a entrepreneurs and small business owners face systemic inequities in accessing capital at any point in the business life spectrum, this first of two segments explores the root causes of why these barriers continue to persist, and also, shines light on what new policies, programs and systems are being scaled by the public and private sector to address equity capital gaps in the marketplace. Experts will close out the discussion by outlining what market failures need to be addressed in order to achieve true equity in the financial sector.

- Bruce Katz, Co-Founder and inaugural Director, Drexel University's Nowak Metro Finance Lab
- Mark Madrid, Associate Administrator, Office of Entrepreneurial Development, U.S. Small Business Administration
- Henry Cisneros, Chairman, American Triple I Partners and former Secretary of the U.S. Department of Housing and Development (*moderator*)

AGENDA

3:05 – 3:15 PM

Break

3:15 -4:15 PM

Access to Capital to Scale Latino-owned Businesses (Segment 2) (Grand Ballroom II)

Latino-owned businesses can substantially impact their communities through job creation and contributing to a robust economy. An inability to access growth capital can prevent Latino entrepreneurs from reaching the necessary scale to secure sizable procurement opportunities in high-growth categories. With lower average sales and fewer employees than White-owned businesses, creating new capital products (on both the equity and debt side) is critical. Experts will discuss the essential role tech, governments, business support intermediaries, banks, CDFI's, MDI's, and other financial institutions can play in mitigating funding gaps in the marketplace. The discussion will review innovative financial vehicles such as demand dividends, crowdfunding, revenue-based financing and other alternative investment opportunities.

- Arturo Cazares, CEO, Latino Business Action Network
 - Teresa Miranda, Vice President, Prestamos CDFI
 - Marla Billonick, President and CEO, National Association for Community Asset Builders
 - Ebetuel "Beto" Pallares, President and CEO, Joseph Advisory Services (*moderator*)
-

4:15 – 4:30 PM

Closing by Domenika Lynch

SPEAKERS



CONGRESSMAN PETE AGUILAR

California, 31st Congressional District

Pete Aguilar represents the 31st Congressional District of California. He was most recently re-elected in 2020 and serves on the House Appropriations Committee. In the 117th Congress, Rep. Aguilar holds the leadership position of Vice Chair of the House Democratic Caucus.

Raising his family in the community his family has called home for four generations, Representative Aguilar understands the challenges that Inland Empire families face today. He started his first job at the age of twelve, working with his grandfather at the San Bernardino County Courthouse cafeteria. He then put himself through college with the assistance of student loans and federal grants, and later established a life in public service to give back to his community. Representative Aguilar is a voice for middle-class families throughout San Bernardino County and prioritizes legislation that will nurture a more fair economy, where everyone has the opportunity to succeed. He is committed to policies that create jobs, support our students, reform our broken immigration system, and safeguard vital programs for seniors and veterans.

Representative Aguilar previously served as the Mayor of Redlands, where he earned a reputation for his bipartisanship and steadfast commitment to making his community a better place to live, work, and raise a family. He resides in Redlands with his wife Alisha and their two sons.



ALEXANDER ALONSO, PH.D.

Chief Knowledge Officer, SHRM

Alexander Alonso, PhD, SHRM-SCP is the Society for Human Resource Management's (SHRM's) Chief Knowledge Officer leading operations for SHRM's Certified Professional and Senior Certified Professional certifications, research functions, and the SHRM Knowledge Advisor service. He is responsible for all research activities, including the development of the SHRM Competency Model and SHRM credentials. During his career, he has worked with numerous subject matter experts worldwide with the aim of identifying performance standards, developing competency models, designing organizational assessments, and conducting job analyses. He was also responsible for working on contract task orders involving the development of measurement tools for content areas such as job knowledge (like teacher knowledge of instructional processes) and organizational climates (like organizational climate forecasting in military health care).

Dr. Alonso received his doctorate in Industrial-Organizational Psychology from Florida International University in 2003. His works have been recognized for their contribution to real-world issues. They include being recognized by the Society for Industrial Organizational Psychology (Division 14 of the APA; SIOP) with the 2007 M. Scott Myers Award for Applied Research in the Workplace for the development of the federal standard for medical team training, TeamSTEPPS; being awarded a 2009 Presidential Citation for Innovative Practice by the American Psychological Association for supporting the development of competency model for team triage in emergency medicine; and receiving the 2013 SIOP Distinguished Early Career Contributions for Practice Award.

SPEAKERS

KARINA AYALA-BERMEJO

President & CEO, Instituto del Progreso Latino



Karina Ayala-Bermejo has 23 years of legal experience in labor and employment issues and in the human resources field. She began her career as a hearing officer for the Chicago Board of Education and advancing to the highest HR executive position for the city of Chicago where she worked for three years. Karina spent seven years as the Director of Community Services for the Chicago Bar Association where she encouraged attorneys to take on pro bono work and collaborated with the bar and various divisions of the Circuit Court of Cook County on initiatives to improve the justice system.

Previously, Karina served as General Counsel and Executive Vice President of Metropolitan Family Services (MFS) is one of the oldest non-profits in Illinois. As GC she was responsible for all legal matters for MFS. She also served as the Executive Director of the Legal Aid Society of Metropolitan Family Services and previously served as Vice President of Human Resources for MFS.

Karina is the current President & CEO of Instituto del Progreso Latino. As an immigrant child Karina hold's the Instituto mission close to her heart. She believes in contributing to the fullest development of Latino Immigrants and their families through education, training, and employment that fosters full participation in the changing U.S. Society while preserving cultural identity and dignity.

JANIE BARRERA

President & CEO, LiftFund



Ms. Barrera is a change-agent in the field of microfinance. She has worked hard to level the financial playing field for entrepreneurs who historically have faced considerable obstacles when seeking the financing they need to start and grow their businesses. A firm believer that entrepreneurship is a viable tool to break the cycle of poverty, Ms. Barrera has dedicated her career to helping and empowering individuals to build assets, create wealth, and leave a legacy for future generations.

PAXTON BAKER

Minority Owner, Washington Nationals



Paxton K. Baker is an American businessman, entrepreneur, and philanthropist, who has served in the entertainment, music, sports, and production industries for over 30 years.

Baker is a minority owner of the Washington Nationals Baseball club and currently serves as chairman of the Washington Nationals Founding Partners Group. He is also a partner in the ownership group of the Washington Kastles World Team Tennis League and a governing board member of the Global Sports Summit. In 2018, Baker launched the Washington, D.C., office of Liquid Soul, the agency behind the marketing and promotion of such blockbuster films as Black Panther and Fast & Furious 6. As managing partner, Baker is leading the expansion of the 17-year-old company into the political, sports and entertainment arenas.

For 16 years, Baker served as the executive vice president and general manager of CENTRIC (formerly BETJ), BET's complementary network targeting the African American and multicultural adult. In 2006 he was appointed chairman of the Viacom Marketing Council, and for more than six years lead over 35 senior marketing and sales executives across all Viacom properties: focusing on training, best practices and strengthening brand partnerships. In 2008 he co-founded the Viacom Programming Council, comprised of senior programmers from MTV and BET Networks, as well as Paramount Pictures.

SPEAKERS



MARLA BILONICK

President & CEO, National Association for Latino Community Asset Builders

Marla Bilonick serves as NALCAB's President & CEO and also serves as CEO of NALCAB's subsidiary asset management company Escalera Community Investments. A seasoned veteran in the arena of economic and community development, Marla brings over 20 years of expertise in small business development, community-based financial services and international aid with an emphasis on Latin America and the US Latino population. Prior to joining NALCAB, she served as the Executive Director of the Latino Economic Development Center in Washington, DC leading regional efforts to drive the economic and social advancement of low- to moderate-income Latinos by equipping them with the skills and tools to achieve financial independence. She also served as a NALCAB board member from 2016-2020.

Marla is a graduate of the University of Wisconsin at Madison with a BA in Political Science and she received her MA in International Economics and Latin American Studies from the Johns Hopkins University School of Advanced International Studies.

Prior to her tenure at LEDC, Marla worked for DAI managing multimillion-dollar international development contract opportunities funded by USAID and other donor agencies in countries such as Bolivia, El Salvador, Mexico, Nicaragua, and her native Panama.



ISABELLA CASILLAS GUZMAN

Administrator, U.S. Small Business Administration

Isabella Casillas Guzman was sworn in as the 27th Administrator of the U.S. Small Business Administration on March 17, 2021. She serves as the voice for America's 30 million small businesses and innovative startups in President Biden's Cabinet.

Administrator Guzman grew up in a small business family and has been an entrepreneur herself. She has spent her entire career advising entrepreneurs, launching ventures, helping small businesses navigate government, and creating policies and programs to help advance entrepreneurship and innovation.

Most recently, she served as the Director of the California Office of the Small Business Advocate where she helped small businesses and innovative startups in the world's fifth largest economy start, expand and grow. She advocated fiercely for financial relief for small businesses and focused on expanding assistance to entrepreneurs in underserved communities. In addition, she served as the economic recovery support function coordinator for the state, where she spearheaded the small business recovery effort during the COVID-19 pandemic.

SPEAKERS



ARTURO CAZARES

CEO, Latino Business Action Network

Arturo Cázares is the CEO of Latino Business Action Network (LBAN), a non-profit that is empowering Latino entrepreneurship across the country. LBAN collaborates with Stanford University to produce foundational research on U.S. Latino owned businesses. We also deliver a transformative Business Scaling program at Stanford for U.S. Latino business owners. During the program participants are assigned mentors and connected to capital providers. Once they graduate, they join an active national alumni network of Latino business owners.

Prior to LBAN, Cázares was a senior executive at various technology companies. He has experience at start-up as well as leading global multi-billion-dollar revenue organizations with thousands of employees around the world.

Cázares was a child immigrant from Mexico to the central valley of California. He has an Electrical Engineering degree from Stanford and an MBA from the Stanford Graduate School of Business.



HENRY CISNEROS

Chairman and Co-Founder, American Triple I Partners

Henry Cisneros is Chairman and Co-Founder of American Triple I Partners. He provides governance leadership and develops relationships with asset and investor partners. Henry is also Chairman of the Executive Committee of ATI's affiliate Siebert Williams Shank & Co. Henry co-founded CityView, a registered investment adviser, which has invested in and completed more than 100 real asset projects in 13 states. As a member of CityView's executive, investment, and audit committees, Henry oversaw the deployment of \$5.0 billion of asset value and the formation of eight funds.

In 1981, He became the first Hispanic-American mayor of a major U.S. city, San Antonio, where he helped rebuild the city's economic base and spurred the creation of jobs through massive infrastructure projects and downtown improvements, including a new airport terminal, a 65,000 seat, domed stadium, underground flood diversion for the City's Riverwalk, and a nuclear power generation project. Following four terms as Mayor, Henry formed Cisneros Asset Management Company. In 1992, President Clinton appointed Henry as Secretary of the U.S. Department of Housing and Urban Development where he was credited with initiating the revitalization of many of the nation's public housing developments and formulating policies, which led to the nation's highest homeownership rate.

SPEAKERS



JAIME DIPAULO

President & CEO, Illinois Hispanic Chamber of Commerce

Since January 2019, Jaime di Paulo is President & CEO of the Illinois Hispanic Chamber of Commerce (IHCC), the leading Hispanic business networking, advocacy, and development organization in the Midwest. Under his leadership, the IHCC team intensified the commitment to assist the Latino business community, providing direct assistance and working closely in collaboration with all stakeholders. To comply with this goal, they prepared themselves, planned carefully, and have continued to execute our work diligently.

Also, di Paulo has sought to multiply the networks with Latin American Chambers of Commerce. That has brought new investments to Illinois. In the last couple of years, IHCC has ensured that its most valuable resource –its talented and dedicated professionals– has everything needed to respond to its mission. In 2020, IHCC created and helped retain 18,092 total jobs –a number that exceeded the 2019 figure by 42 times. Besides the team’s professionalism and willingness to help, this increase is mainly because of IHCC’s rapid response throughout its programs.



MARCELA ESCOBAR-ALAVA

Deputy CIO

Marcela Alava serves as the Special Assistant to the President and Deputy Director of Technology of the White House where she is currently focused on enterprise applications across the Executive Office of the President.

Prior to this role, she was the transformational CIO for Monarch Companies where she led the integration of acquisitions into a single culture and operating system. Prior to Monarch, she was the Chief Digital Officer for the Hispanic Scholarship Fund where she developed the digital products, technology and marketing strategy to enable the broadest reach, largest grants and donations and generational impact the organization has ever attained. Prior to HSF, she was the Divisional CIO for Sony Pictures Home Entertainment, a multi-billion-dollar division of Sony Pictures Entertainment. In that role, she oversaw the Global Information Technology strategy and direction to support and enable Home Entertainment’s business operations, including sales, marketing, manufacturing, distribution, business intelligence, finance, and digital functions.

Originally from Los Angeles, Alava holds a Bachelor's degree in Business Administration with an emphasis in International Business from Loyola Marymount University, and a Master's degree in Business Administration in Information Systems and Operations Management from the University of Southern California. She has served and led a variety of non-profit boards and Advisory Committees at the local and national level within the STEM, Early childhood education, Higher Ed and DE&I space.

SPEAKERS



LILI GANGAS

Chief Technology Community Officer, Kapor Center

Lili Gangas is the Chief Technology Community Officer at the Kapor Center working to create new and more inclusive tech innovation ecosystems regionally & nationally. Her work is centered at the intersection of technology, economic justice, and action driven partnerships to tackle pressing social and economic inequities of underrepresented communities head-on. She was a New America CA fellow focused on Tech for Good, was recognized as SF Business Times Most Influential Women in Business and SF Business Times 40 Under 40, and is an MBA lecturer at Mills College. Lili was recently a featured Salesforce Dreamforce and TEDxOakland speaker.

Before coming to the Kapor Center, Lili was an Associate Principal at Accenture Technology Lab's Open Innovation team. She was also a founding member of the Innovation Services team at Booz Allen specializing in crowdsourcing, prize challenges, and open data solutions at the federal level. Before that, Lili could be found in the lab working on software and hardware solutions for the aerospace industry as a Senior Multi-Disciplined Software Engineer at Raytheon Space and Airborne Systems. Lili holds an MBA from New York University Stern School of Business, a B.S. in Electrical Engineering from the University of Southern California.

Lili is a proud immigrant from Bolivia who believes in fostering inclusive tech ecosystems for all. She is an advisory board member to tech focused nonprofits such as AI-4-All.org, 1Degree.org, and Techqueria.org as well as Latinx serving organizations like The Unity Council. She was the co-lead for Latinx in Tech Startup Weekend Series that scaled to 10 cities reaching 300+ community members and LTX Fest that last year reached 1300+ community members.



ANGIE GARCIA LATHROP

Community Affairs Executive, Bank of America

ANGIE GARCIA LATHROP is Bank of America's Community Affairs Executive for Environmental, Social and Governance. In this role, Lathrop oversees strategic alliances with national nonprofit community organizations and directs outreach to customer advocates on topics related to the bank's retail consumer business. Two notable results include the 2014 launch of SafeBalance Banking and the 2018 introduction of the company's first-ever Latinos in Finance workforce training pilot with UnidosUS. Lathrop also supports the bank's National Community Advisory Council, which brings together public and private sector leaders to provide external perspective and advise the bank on products, services and responsible business practices.

Prior to joining Bank of America, Lathrop spent seven years at Freddie Mac as a Senior Director of Industry Relations. Lathrop also served as a Professional Staff Member of the Committee on Financial Services in the U.S. House of Representatives under Ranking Member Henry B. Gonzales (D-TX) and Ranking Member John LaFalce (D-NY). Her portfolio included the federal housing programs administered by the U.S. Department of Housing and Urban Development, the Federal Emergency Management Agency's emergency shelter programs and housing programs under the Rural Housing Services. Lathrop is a member of Bank of America's Hispanic-Latino Executive Council and the Executive Sponsor of the bank's Hispanic-Latino employee network in Washington D.C. She serves as Board Member of Pathway Homes of Fairfax, VA, and of the American Bankers Association Foundation of Washington D.C. She sits on the Executive Committee for the National Housing Conference, also of Washington D.C.

Lathrop received a Bachelor of Arts and Juris Doctorate from the University of Arizona. She resides in Arlington, VA with her husband and two children.

SPEAKERS



GREG GERSHUNY

Executive Director, Aspen Institute Energy and Environment Program

Greg Gershuny is the Executive Director of the Aspen Institute Energy and Environment Program (EEP). Greg started at the Institute as the James E. Rogers Energy Fellow and Managing Director for his first two years at Aspen, and in this role since 2018. The Energy and Environment Program, one of the longest running at the Aspen Institute, strives to design and cultivate leadership and develop solutions based on the ideal that both humankind and the natural world have intrinsic value. Prior to joining the Aspen Institute, Greg served as the Associate Director and Chief of Staff for the US Department of Energy Office of Energy Policy and Systems Analysis where he worked on clean energy and energy security policy as well as managing the policy office and the Quadrennial Energy Review. Greg served in the White House for five years under President Barack Obama, where he was the Director of Energy and Environment for the Office of Presidential Personnel and oversaw the Presidential appointment process for the energy and environment mission agencies. He also served as a policy aide to the Associate Director for Science at the White House Office of Science and Technology Policy, working on research and development and science, technology, engineering, and math (STEM) education policy, and as a Research Associate for the White House National Economic Council for technology and innovation policy. Greg is a graduate of George Mason University and originally hails from New Jersey.



KRISTINE GLORIA

Director of Artificial Intelligence, Aspen Digital

Kristine Gloria joined the Aspen Institute as a Project Manager in September 2016. Currently, she serves as the Director of Artificial Intelligence for the Aspen Digital program in Washington, D.C. The initiative aims to challenge, provoke, and advance the evolution of future technologies (e.g. artificial intelligence, 5G, quantum, etc.) with meaning and dignity for humans. This includes the impact of these technologies on individual health and well-being as well as our social connections.

Prior to joining Aspen, Kristine served as a visiting researcher for the Internet Policy Research Initiative (IPRI) at MIT-CSAIL in Cambridge, MA. There she conducted research on methodologies employed by members of the human-computer interaction and usability communities in designing privacy preserving technologies. Kristine also held a position as a Privacy Research Fellow with the Startup Policy Lab (SPL) and a fellowship with the Center for Society, Technology and Policy (CSTP) at UC-Berkeley.

Outside of academia, Kristine has held a variety of positions both in public and private industry. From 2010-2012, Kristine served as the Deputy Legislative Director for TX-Representative Eddie Lucio III in Brownsville, Texas. There she specialized in environmental and education policy initiatives. Prior to joining the Representative's office, Kristine worked at the New America Foundation in the Media Policy Initiative where she focused on copyright and censorship issues on the Internet.

Kristine holds a Ph.D. in Cognitive Science from Rensselaer Polytechnic Institute. Her dissertation, "Imprudence of Reason: An Examination of Privacy Expectations" explored expertise and non-expertise practices of information sharing online, commenting on potential implications for both privacy policies and future technology design. She also holds a Bachelor's in Journalism and a M.A. in Media Studies from the University of Texas at Austin. She is an avid runner and has two precocious toddlers who love Star Trek Enterprise.

SPEAKERS



BIBI HIDALGO

Associate Administrator, Office of Government Contracting & Business Development, U.S. Small Business Administration

Ms. Bibi Hidalgo has been selected to serve as the Associate Administrator for Government Contracting & Business Development, of the U.S. Small Business Administration. In this role, Ms. Hidalgo oversees and reviews procurement-related policies for small business contractors hoping to work with the Federal Government, including Woman-owned, Veteran-owned, Socially Disadvantaged, HUBZone, and 8(a) Minority Business Development Program small businesses.

In her prior role, she was the SBA Government Contracting Policy Lead for the Biden-Harris Transition Team, developing policies that President Biden could execute in the first 100 days, with an emphasis on underserved communities. In 2014, Ms. Hidalgo and her brother Patrick Hidalgo Co-Founded Future Partners, LLC, which advised Fortune 500 corporate executives on procurement and minority business strategy, and created a model for how to facilitate significant opportunity for both. Prior to that they both served in the White House, during which time she managed a government-wide initiative with the 24 Cabinet agencies to position the federal government to meet the Congressional 23% small business goal out of a \$400 billion contracting budget for the first time in a decade.

In addition to her experience, Ms. Hidalgo has a Master's in Public Policy from the John F. Kennedy School of Government at Harvard University.

She is dedicating her work to the memory of her brother Patrick who passed away suddenly at the age of 41 in March of 2020.



BRUCE KATZ

Co-Founder and Inaugural Director, Drexel University's Nowak Metro Finance Lab

Bruce Katz is the Co-Founder and inaugural Director of the Nowak Metro Finance Lab. Katz regularly advises global, national, state, regional and municipal leaders on public reforms and private innovations that advance the well-being of metropolitan areas and their countries.

Katz is the co-author of *The New Localism: How Cities Can Thrive in the Age of Populism* (Brookings Institution Press, 2018) and *The Metropolitan Revolution: How Cities and Metros are Fixing Our Broken Politics and Fragile Economy* (Brookings Institution Press, 2013). Both books focus on the rise of cities and city networks as the world's leading problem solvers.

Katz was the inaugural Centennial Scholar at the Brookings Institution from January 2016 to March 2018, where he focused on the challenges and opportunities of global urbanization. Prior to assuming this role, Bruce J. Katz was a vice president at the Brookings Institution and founding Director of the Brookings Metropolitan Policy Program.

Before joining Brookings, Katz served as chief of staff to U.S. Housing and Urban Development Secretary Henry Cisneros and was the senior counsel and then staff director for the U.S. Senate Subcommittee on Housing and Urban Affairs. After the 2008 presidential election, Bruce co-led the housing and urban transition team for the Obama administration and served as a senior advisor to new Secretary of Housing and Urban Development, Secretary Shaun Donovan, for the first 100 days of the Administration.

Katz is a visiting Professor at the London School of Economics. In 2006, he received the prestigious Heinz Award in Public Policy for his contributions to understanding the "function and values of cities and metropolitan areas and profoundly influencing their economic vitality, livability and sustainability." Katz is a graduate of Brown University and Yale Law School.

SPEAKERS



DOMENIKA LYNCH

Executive Director, Aspen Institute Latinos and Society Program

Domenika Lynch is a purpose-driven, strategic and inspirational leader, a champion for women's rights and social equity, and a longtime advocate for the Latino community. Lynch leads the Latinos and Society Program at the Aspen Institute. The Program focuses on shared learning across communities of influencers on the critical barriers preventing greater Latino achievement, and a space to identify, promote, and catalyze ideas and solutions that increase opportunities for American Latinos.

From July 2016 to May 2019, Lynch served as president and CEO of the Congressional Hispanic Caucus Institute (CHCI), the preeminent Latino leadership institute founded by Hispanic members of Congress in Washington, DC, where she led an organizational and financial turn-around, raising more than \$20 million to ensure that CHCI will remain a premier national convener for thought leadership. She previously spent more than a decade as executive director of the Latino Alumni Association (LAA) at the University of Southern California. Her professional breadth extends into the corporate sector, with previous leadership positions at Bank of America and Univision.

Lynch's dedication to advancing positive change has been widely recognized. She received the 2019 National Ohtli Award from the Mexican government for services to the Mexican and Mexican American communities, the 2018 Leadership Award from Crittenton Services of Greater Washington for empowering young women and teen mothers, and the 2018 Legacy Award from the USC Latino Alumni Association. She was highlighted as one of The Hill's 2017 Latina Leaders to Watch. Lynch currently serves on the board of Casa 0101 Theater and volunteers in her local community. A graduate of the USC Sol Price School of Public Policy, Lynch holds a master's degree from the USC Rossier School of Education.



MARK MADRID

*Associate Administrator, Office of Entrepreneurial Development,
U.S. Small Business Administration*

Mr. Madrid has been selected to serve as Associate Administrator for the Office of Entrepreneurial Development (OED) at the U.S. Small Business Administration. In this role, Mr. Madrid will lead the OED, which is the SBA's technical assistance arm with a national resource network including Small Business Development Centers (SBDCs), Women's Business Centers (WBCs), SCORE, and the Office of Entrepreneurship Education.

Previously Mr. Madrid served as CEO of Latino Business Action Network, a national 501(c)(3) organization focused on strengthening America through funding and supporting U.S. Latino entrepreneurial research and education-impact programs at Stanford University. Mr. Madrid was named the 2019 Silicon Valley Nonprofit CEO of the Year by the Silicon Valley Business Journal. He serves on the Board of Trustees for Scholarship America, the leading nonprofit scholarship and educational support organization in the United States. He is an Honorary Colonel of the United States Army and Jefferson Award recipient.

Before his chief executive nonprofit roles, Mr. Madrid held a senior executive career in banking that began on Wall Street in 1995 with J.P. Morgan. His passion for American small businesses is dedicated to his father, who passed away from COVID-19 in 2020. His father, Marcos Madrid, Jr., owned a welding business for over four decades.

Mr. Madrid holds a BBA from the University of Texas at Austin McCombs School of Business and a Master of Nonprofit Administration degree from the University of Notre Dame Mendoza College of Business.

SPEAKERS



GLORIA MARTINEZ

Owner, CEO & CMO, Neo Broadband Inc.

Gloria Martinez is the founder and CEO of Neobroadband Inc. A business which since its inception in 2013 with only six employees has grown to five international locations with three divisions and over one hundred employees. For this and many other reasons, Gloria has been recognized by various organizations for her excellence in leadership and the performance of Neobroadband. Small Business Administration "Exporter of the Year for Florida", Prospera "Success Stories", GrowFL "Companies to Watch", South Florida Business Journal "Top 25 Women Owned Businesses in Florida" and many others. Through her leadership and commitment to others and the community, she has also been recognized by the following organizations. The Dan Marino Foundation "Together we Win", Autism Speaks "Top Teams for Support." Gloria holds degrees in Marketing, Architecture, and Interior Design. Throughout all the growth and changes in the company, Gloria has kept one basic tenet at the forefront of her beliefs. "We believe in giving people and products a second chance."



TERESA MIRANDA

Vice President, Prestamos CDFI, LLC

Teresa Miranda brings over 24 years of service to CPLC and Prestamos CDFI, LLC. Teresa started with CPLC in 1995, in the Employment and Training program, Via De Amistad, where she helped young women, mostly single mothers, further their education and job skills to advance to higher paying job opportunities.

For over two decades, Teresa has played an instrumental role in Prestamos CDFI, and has demonstrated her strong leadership within the industry. In the last four years alone, her efforts in leading the Business Development team, has resulted in the deployment of over \$79M to 175 businesses, creating over 2,000 jobs. In her role as Vice President, she will oversee operations for small business lending and consulting services, as well as the New Markets Tax Credit program.



RAUL MOAS

Director, Community and National Initiatives Program, Knight Foundation

Raul Moas joined Knight Foundation as Miami program director in March 2018. Prior to joining Knight, Moas served as the managing director of Miami Angels, Florida's largest angel investor collective which brings together exceptional entrepreneurs and accredited investors to fuel success.

Moas served as the executive director of Roots of Hope, an international non-governmental organization focused on youth empowerment in Cuba. Moas led the creation of programs like StartUp Cuba, which supports emerging entrepreneurs from the island in gaining valuable and practical skills, and social ventures like Discover Cuba, a B-Corp subsidiary which has facilitated hundreds of socially conscious trips and family reunifications.

Moas is passionate about Greater Miami and deeply involved in making his community a better place. As a founding member of the Global Shapers Miami Hub, the young professional arm of the World Economic Forum, he focused on promoting more equitable and inclusive economic development. Moas is also a member of Class VIII of the Miami Foundation's Miami Fellows program.

SPEAKERS



EUGENE MONTOYA

Climate Change Specialist, Public Affairs Sustainability Group, Wells Fargo

Eugene Montoya joined Wells Fargo as its first climate change specialist at the enterprise level after 5+ years with the Federal Reserve Bank of New York as a banking & capital markets risk specialist. Eugene built expertise in trade, investment & commodity finance verticals across U.S. markets with respect to financial condition, business strategy, and corporate governance oversight.

Previous to the Fed, Eugene worked on climate-related risks & opportunities since 2009 with direct and significant experiences across the buy side, sell side, ETFs, project finance, banking, and sovereign wealth/United Nations.

He holds a Bachelor's from Vanderbilt University, a dual enrollment business Master's from the University of Florida and Leipzig Graduate School of Management, and a policy Master's in International Economics and Energy, Resources & Environment from Johns Hopkins SAIS. He is a certified expert in Climate & Renewable Energy Finance (FS-UNEP) as well as holds a Certificate in Advanced Financial Risk Management for Banking & Financial Services from NYU.



MARTHA MONTOYA

CEO, AgTools

Has over 28+ years of worldwide IT, telecommunications, food and agricultural and supply chain experience. Traveling while delivering projects beneficial for the supplier and customers in over 4 continents, Martha dealt with both small and and industrial size stakeholders or suppliers, government entities and sophisticated buyers. Appointed to the Board of the California Department of Food and Agriculture, served on the Worldwide Advisory Board of Women for Walmart, Executive Board of United States Hispanic Chambers of Commerce and several additional boards.

Martha Montoya founded and is the CEO of Agtools Inc. The company delivers a technology financial and market solution at www.ag.tools that allows farmers and food supply chain stakeholders to make better decisions, increase profits, avoid waste and impact climate change. Her day to day contribution to the company includes strategic decision making, Sales, marketing and management of team members and forging relationships with collaborative companies for growth.

Martha's career in the agricultural industry started while sourcing ingredients from the Americas to New Zealand, Australia and Thailand. Dealing with both small and and industrial size farms, government entities and sophisticated buyers in Europe, Russia and the United States, she has set up production lines of lettuce in Arizona and Mexico shipped to the Netherlands, banana puree from Costa Rica to Australia, guided a peach crop from South Africa to England, and worked on developing new Asparagus crops. She has also led the sourcing efforts of Mangos from Peru to the USA or from India to England among many other agricultural programs. In parallel Martha's work has included social impact programs such as government finance programs for women farmers in Mexico; and bank low interest credit program in California for small organic farmers.

Martha was born into an educational environment. Her parents were teachers and owners of a school and and a university in Bogota for working and rural families. Martha began her professional career as a teacher of Chemistry, Biology and English.

SPEAKERS



TOMÁS MORALES, PH.D.

President, California State University, San Bernardino

Tomás D. Morales was selected as the president of California State University, San Bernardino (CSUSB) in May 2012. His commitment to student success has led to various innovative summer bridge and orientation programs for area students. He successfully completed CSUSB's first fundraising campaign, raising \$54M while doubling the university endowment. His dedication to diversity prompted the development of the institution's unique Diversity, Equity and Inclusion Board. In addition, he spearheaded the first truly bi-county initiative to improve college attainment leading to the founding of the 501(c)(3) organization, Growing Inland Achievement, which has raised over \$25M toward this goal.

Previously, Morales was president of the College of Staten Island, The City University of New York (CUNY), from 2007 to 2012. From 2001 to 2007, Morales served in various capacities at California State Polytechnic University, Pomona (CPP), including Provost and Vice President for Academic Affairs, Vice President for Student Affairs, and professor of education.

Prior to joining CPP, Morales served as Vice President for Student Affairs and Dean of Students at The City College of New York (CUNY). He holds a B.A. in history from SUNY, New Paltz, and earned his M.S. and Ph.D. in educational administration and policy studies from SUNY, Albany.

Dr. Morales has been awarded two honorary degrees including a Doctor of Humane Letters from his alma mater SUNY, New Paltz (2012) and a Doctor of Humane Letters from the American College of Thessaloniki, Greece (2009). In September 2016, Morales received the Ohtli Award, the highest award Mexico's government presents to a civilian outside the country. In recognition for his service to education and his passion for the sport, the baseball field at the College of Staten Island was named in his honor as the Tomás D. Morales Baseball Field.

Tomás and his wife Evy have been married for almost 50 years. They have three grown children and eight grandchildren.



HECTOR MUJICA

Economic Opportunity Lead, Americas, Google.org

Hector leads the economic opportunity portfolio at Google.org—Google's philanthropy—across the Americas. Within his role, he also manages many of Google's social impact endeavors with the Latino community. His previous experience includes leading Google.org's humanitarian and crisis response efforts. Prior to Google, Hector has experience ranging from investment banking at Oppenheimer & Co, constituent casework at the Office of Congresswoman Debbie Wasserman Schultz, and bilateral relations at the Economic Section of the US Embassy in Tokyo.

Hector holds a Bachelor of Arts in International Business from Florida International University, a Professional Certificate in Social Entrepreneurship from the Stanford Graduate School of Business, and a Master of Public Affairs from the Goldman School of Public Policy, University of California, Berkeley. Outside of work, Hector serves on the Board of Directors of Hispanics in Philanthropy, the Hispanic Federation, and several advisory boards, including the Impact Canada Advisory Committee, part of the Privy Council Office of Canada. Hector is originally from Fort Lauderdale, Florida and now resides in Berkeley, California.

SPEAKERS



KRIS OSWOLD

Vice President of Global Supplier Diversity, UPS

Kris Oswald is a leader in global business process design and organizational transformation. With 32 years at UPS, Kris has built a career designing and executing global organizational change. As the Vice President leading Global Supplier Diversity at UPS, Kris brings a process-centric, and data-driven, perspective to the role. Under her leadership, UPS has more than doubled spend with small and diverse businesses, and broadened engagement and collaboration across the UPS enterprise.

Prior to leading Supplier Diversity, Kris had responsibility to design and execute a variety of UPS processes across the globe, including all aspects of customer support, billing and account receivable operations, as well as several human resources projects. In addition to pioneering enterprise-level process design and ownership at UPS, Kris has opened and operated UPS offices in the US, Europe, Asia and Africa.

She has a BA in Political Science from the University of Washington, and is an alumni of Emory University's Executive Education program. Kris is a member of the board of directors of WEConnect International, the Women's Business Enterprise National Council, the Georgia Minority Supplier Diversity Council, and the NMSDC Business Consortium Fund.



EBETUEL "BETO" PALLARES

President and CEO, Joseph Advisory Services

BEbetuel (Beto) Pallares was born in Cd. Juarez, Chihuahua, Mexico and raised in El Paso, TX. He began his career as a management consultant focused primarily on the telecom industry. He's also been a start-up entrepreneur, a telecom executive, and restaurateur, a nonprofit director, a venture capitalist, and a professor. Beto's investment expertise is in seed and early stage venture investments, as well as venture fund creation. He currently advises a family office on fund commitments and direct investments into private operating companies, and is the general partner/fund manager of two funds. Beto enjoys being involved in entrepreneurial transformation, particularly in the Borderplex region where he incorporates best-in-class mentorship, tech tools and resources for start-up founders and aspiring investors. He teaches entrepreneurship and strategic management at New Mexico State University where he holds the Bill and Sharron Sheriff Endowed Chair in Entrepreneurship. Beto is a Kauffman Fellow and a Presidio Fellow and over the years has served on the board of over two dozen private companies. He also serves on the board of Exagen, Inc. (NASDAQ: XGN). Beto holds a Ph.D. in International Business Strategy from the University of Texas at El Paso, in addition to an MBA. He received a B.A. in economics from Brandeis University. Beto frequently lectures internationally on topics ranging from tech ecosystem development and start-up mentorship.

SPEAKERS



DANIEL R. PORTERFIELD
President and CEO, Aspen Institute

Booklets are printed materials with four or more pages, containing details about a business, event, product, promotion, etc. They are also known as catalogs or pamphlets, and are usually created to communicate a message to a wide variety of audiences.

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ROSA SANTANA
Founder and Chief Executive Officer, Santana Group

Rosa Santana is the Founder and Chief Executive Officer of Santana Group, a top-tier minority- and woman-owned group of companies whose transformational solutions differentiate industry-leading companies through more efficient, effective, and competitive service. Since its founding in 2002, the Santana Group today includes Integrated Human Capital, Workforce Management Mexico, Diversa, Oveana, and Forma Automotive.

Tapping into her bicultural upbringing as a Mexican immigrant to the United States from the age of 5, Santana has been a driving force within the U.S./Mexico outsourcing industry. Santana's passion for community and entrepreneurship has inspired her to create thousands of jobs across the United States and Mexico, contributing to the economic prosperity and well-being of the diverse communities in which she does business.

In 2002, Santana reached a turning point in her career when downsizing presented her with the opportunity to start her own business. She launched Integrated Human Capital (IHC), a staffing company, in El Paso, Texas, and simultaneously opened a cross-border company, Workforce Management, in Ciudad Juárez, Chih., Mexico. Always seeking growth opportunities, within three years, IHC began servicing clients in Austin and San Antonio, Texas. In 2014, Toyota named Santana and her newly formed Forma Automotive the first Hispanic-, Woman Owned Direct Tier One Supplier to Toyota, providing fully assembled truck beds for the award-winning Tacoma truck.

Today the Santana Group continues to demonstrate their expertise in developing solutions for their clients' unique business challenges, resulting not only in the growth of the Santana Group companies but also in the creation of high-quality jobs. Santana credits her numerous mentors for her success and has completed two Minority Business Executive programs at the Tuck School of Business at Dartmouth University as well as the Advanced Management Education program at the Kellogg School of Business at Northwestern University.

Santana has won numerous awards locally, regionally, and nationally, including the 2020 Minority Business Development Agency's National Distinguished Supplier Diversity Award (the first time in the history of the award that a minority- and woman-owned business was named a recipient) and the Ernst & Young Entrepreneur Of The Year® Award 2019 Central Texas. Additionally Santana was named to Automotive News' coveted 2020 list of 100 Leading Women in the North American Auto Industry.

SPEAKERS



MYRNA SONORA

Regional Vice President, South Florida, Prospera

Professionally trained as a journalist, Myrna began her career as a reporter for WLTV Univision 23 in Miami, where she rose through the ranks to become Central American Bureau Chief and Senior Correspondent for the Univision Network, Hispanic Affairs Director for Fox Affiliate WSVN 7, News Director for WSCV Telemundo 51, and later Vice-President for News and Public Affairs of her first station, WLTV Univision 23. Myrna then became the first General Manager of an Univision television station to have come from the field of professional journalism.

As Vice-president and General Manager of the Univision and Telefutura television properties in Arizona, Myrna was tasked with building a state-of-the-art broadcast facility in Phoenix, Arizona, from where she managed the Univision television stations in Tucson, Flagstaff and Douglas, AZ. with a staff of over 100 employees. During her tenure, Univision 33 grew to become one of the top ten properties of the Univision Television Group, billing over \$22 million, and won multiple awards, including the Best Newscast recognition from the National Academy of Television Arts and Sciences.

In 2011, Myrna became the first Regional Vice President of Prospera (then called Hispanic Business Initiative Fund of Florida) for the South Florida region.

Myrna serves as Co-Chair of the SFCDC (South Florida Community Development Coalition), and she was appointed by Commissioner Eileen Higgins to serve on the Miami-Dade County Economic Recovery Task Force formed during the COVID-19 pandemic. She lives in Miami and is the proud mother of Julian.



LISA URIAS

Chief Program and Community Engagement Officer, Arizona Community Foundation

Lisa Urias is Chief Program & Community Engagement Officer for the Arizona Community Foundation. She leads the foundation's engagements with diverse communities across Arizona and is responsible for an aggregate annual grantmaking budget of over \$30 million.

Before joining ACF, Lisa led a successful company and brought three decades of experience in both corporate and community leadership. She served as President & CEO for Urias Communications; a nationally recognized strategic communications agency designed to respond to the multicultural markets of the U.S. Southwest. The firm, headquartered in Phoenix, experienced substantial growth under Urias' leadership with an average \$36M in capitalized billings.

Previously Lisa served as Director of International Markets for SRP where she developed and implemented a market entry strategy for SRP into the Mexican energy market and marketed and administered the company's water technology training programs internationally. She served as in-house liaison to the U.S. Department of Energy, USAID, the World Bank, and Mexican federal agencies including the CFE, Mexico's federal electric commission, and the Mexican Secretary of Energy's office.

Lisa has received numerous awards including "Most Admired CEO," by the Phoenix Business Journal, "One of 13 to Watch," by the Arizona Republic, "Woman of Achievement" by AZ Biz Magazine, and "Woman of the Year," by the Arizona Hispanic Chamber of Commerce. She holds a bachelor's degree from ASU in English Literature with an emphasis in Political Philosophy and completed the Stanford Latino Entrepreneurship Institute program.

SPEAKERS



MIKE VALDES-FAULI

President and CEO, Pinta

An award-winning marketing executive with experience having lived in five U.S. cities, Mike Valdes-Fauli is President and CEO of Pinta. He runs one of the fastest-growing multicultural agencies in the country, with current clients including Apple, Coca-Cola, Comcast, Heineken, Microsoft, NFL, T-Mobile and Western Union.

Previously, Mike was President of JeffreyGroup, a communications firm with 220 employees across Latin America; an Account Director at Conexion, helping to open the agency's Miami office and run the GE and Ford Motor Company accounts; digital marketer for the Latino division of Universal Pictures in Los Angeles; and political campaign executive with Fleishman-Hillard in Washington D.C.

He sits on the Board of Directors of United Way Miami, Aspen Institute Latinos and Society and First Horizon Bank. Previously he sat on the Charter Review Committee for Miami-Dade County, the Boards of St. Jude's, Miami Marine Stadium, the Wolfsonian-FIU, the Greater Miami Chamber of Commerce Livability Task Force, and CEAL, a Latin American leadership council. He is the recipient of the "Pioneer of the Year" award from HPRA, a two-time Co-Chairman of Hispanicize, a past judge at the CLIO Awards and was recognized by four organizations as a "40 Under 40" recipient.

He is also an accomplished writer who has been featured in Forbes, The New York Times, Wall Street Journal, CNN, Ad Age, AdWeek, PR Week, The Miami Herald, Miami Today, Minorities in Business, Hispanic Target and the New Times.

A graduate of Tulane University, Mike lives in Miami with his wife and three sons.

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A blue-tinted photograph of a modern glass skyscraper with a forest in the foreground. The text "THANK YOU" is centered in the upper half of the image.

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