


THE PREMIER MAGAZINE FOR HISPANIC BUSINESS PROFESSIONALS

# NSHMBA

FALL 2015  
Vol.11 No.2



**What  
is a  
NSHMBA  
Leader?**

Welcome to Chicago!  
2015 NSHMBA Conference  
& Career Expo

Without  
Hispanics,  
America's  
Corporations  
Can't Grow  
and Compete

Evelyn Sanguinetti  
First Hispanic  
to hold title of  
Lieutenant  
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NSHMBA  
**Knows!**

2015  
Chapter  
Of The Year



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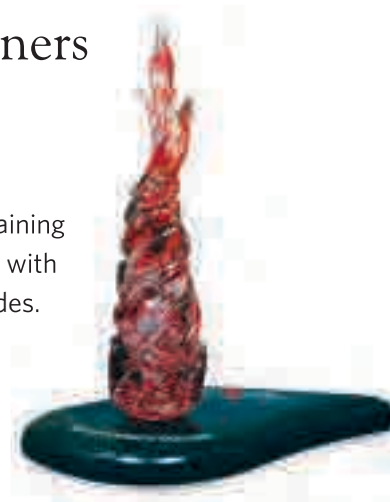
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NSHMBA Brillante Award for Member Excellence

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New Jersey chapter member Rosanna Durruthy is a role model for her NSHMBA chapter and a leader in the advocacy of educational and community collaborations empowering Hispanics to pursue academic and professional milestones.



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The National Society of Hispanic MBAs (NSHMBA) was formed in 1988 as a non-profit organization. Widely known as the "Premier Hispanic Organization," NSHMBA serves 40 chapters and more than 30,000 members in the U.S. and Puerto Rico. NSHMBA is dedicated to building and advancing Hispanic leadership, advocating the pursuit of higher education and providing its members with world-class professional development and career management programs. Visit nshmba.org for more information.

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**Go Further**

# Message from the CEO



Dear Friends,

## **Welcome to our 2015 NSHMBA Conference & Career Expo!**

This is a particularly special conference for two reasons. First, this year's event marks the beginning of a massive transition in our organization. After extensive examination, NSHMBA's leadership is leaping to an exciting new chapter of our story to empower Hispanics to reach their full educational, economic and social potential. Second, we are truly coming full circle. Chicago was the location of NSHMBA's first conference and like that first conference in 1990, we have the whole world before us. Our leadership is fresh, energetic, and excited to continue finding innovative new ways to assist all Hispanic professionals in reaching their full potential.

We are excited to celebrate such a pivotal time at this year's conference, let's take a moment to look to the future. As we acknowledge the monumental achievements of our predecessors and remember all the lessons we've learned over the last 27 years, we look forward to climbing to new heights. In my role as Interim CEO, I've seen us grow into an even stronger organization that reflects the demands of a mobile, modern Hispanic community. I have no doubts that the next 25 years will build on the last!

Chicago will be our most exciting conference to date. I look forward to meeting all of you, and I can't wait to see the next generation of Hispanic talent taking advantage of all the opportunities this great organization has to offer. On behalf of our national staff and leadership team, I sincerely hope each of you have a fantastic time during your stay in Chicago!

A handwritten signature in blue ink, appearing to read 'Thomas Savino', with a long horizontal flourish extending to the right.

Thomas Savino  
NSHMBA Interim CEO



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# Message from Our Chairman

Dear Friends,

Think of your career as a business plan. You've written the executive summary, planned out the details, and now is the time to take action. This year's conference is your opportunity to kick-off or kick-start the plan. It's time to invest in yourself by networking with fellow members and corporate sponsors as you market yourself to them. And, with every event you attend and every hand you shake, ask yourself how your plan is advancing. You are among the brightest; a generation of unparalleled potential and opportunity. Therefore, we encourage you to take advantage of this year's event in Chicago and run with it. We'll be with you every step of the way.

I can't convey how excited I am to be a part of this organization. Chicago will be the most important conference in NSHMBA's history. We are at a cross-road. Our community is evolving in ways we never would have imagined, and we have to make a choice. We can continue to operate at the status quo or grow and become better; an organization that empowers Hispanic business professionals to achieve their full educational, economic, and social potential more effectively. We choose to grow.

NSHMBA is reaching new horizons as we transform into a more flexible, modern, robust organization. We're changing because the market is changing; but we continue to excel with some of the most talented men and women in the United States. NSHMBA will continue to help Hispanics reach their full potential by challenging the different paradigms we face. Make no mistake; we can't do this without you. To our members and key stakeholders, I say thank you. Our newest chapter in our history is just beginning. What heights can we help you reach?

A handwritten signature in blue ink, appearing to read 'Stuart Jara'.

Stuart Jara  
NSHMBA National Board Chair

## **National Board**

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# NSHMBA Knows!

## Building a Better You

By Xavier Cano



NSHMBA Knows wants to be your resource for the latest tips and professional advice to help you navigate your career. For this special conference issue, NSHMBA Knows has enlisted the expertise of Austin Chapter President Xavier Cano to share some advice and tips on resume writing.

Having an effective resume is important when searching for new opportunities. Although the resume alone will not get you the job, it is an important piece of paper that will facilitate your process in acquiring an interview. It is imperative to understand how to create a resume that will stand out, as recruiters will typically spend a few seconds scanning the hundreds of resumes they receive for each available position. Below are a few tips he gets asked when working with clients.

**Q** Should I include my LinkedIn URL on my resume?

**A.** Yes, more and more recruiters are using LinkedIn to learn about prospective job candidates. Include your LinkedIn URL on your resume in the heading below the e-mail address. However, prior to doing this, you should make sure that your LinkedIn profile is complete, your LinkedIn URL has been customized, and your photograph looks professional.

**Q** How can I make my *Work Experience* section stand out?

**A.** Quantifying or using numbers to describe your work-related results give recruiters a better idea of the magnitude of your accomplishments. You do not need to quantify the contents of every bullet, but do so if possible. For example, you can say that you increased customer satisfaction from 86% to 94% through an initiative you led, rather than just saying you increased customer delight.

**Q** How much from my experience should I include in each role on my resume?

**A.** It is not necessary to list everything you have done in a past position but rather include those experiences and skills gained that match those in the job posting. For example, if one of the job requirements indicates that strong leadership is required, then list one or two items from your experience demonstrating how you have mastered this skill.

**Q** Should I include community service events on my resume?

**A.** Yes, while not required, many companies like to hire individuals that help out in the community. If you have space available on your resume, include community service events where you participated.

**Q** How can I make my resume look professional?

**A.** Headers, such as "Work Experience" or "Education" stand out in the resume when making them bold and/or underlined and give the resume a cleaner and professional look. This will also make it easier for recruiters to review your resume quickly. In addition, your resume should have a balance between black words and white space. I recommend 60% of the resume to have black words and 40% to have white space.

*For more resources, go to [NektPro.com](http://NektPro.com) or check out Xavier's book, "Resumes That Stand Out!" to get more tips on how to create a superior resume. If you have questions that need answering or if you'd like to provide your expertise in other NSHMBA Knows article, please email [marketing@nshmba.org](mailto:marketing@nshmba.org).*



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Illinois Lieutenant Governor

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Latina Leaders

The Rise of

# Evelyn Sanguinetti

Evelynn Sanguinetti lives a life of firsts. She is a first generation US citizen. Her first language is Spanish, and she is the first Latina to hold the title of Lieutenant Governor not just in the state of Illinois, but also in the United States. She's the embodiment of underdog success, and a leader who seems handcrafted to defy the status quo for Latinas nationwide.



## The Musician

Evelyn is a small woman with dark brown hair and intelligent, focused eyes. Her fingernails are painted the same bright color as something she's wearing, usually a suit. She's attentive and poised, serious but happy. She smiles when she's finished talking. Evelyn possesses the decorum of a Politician, but the kindness of a mom. Her confidence tells her audience that it's not an act. She's not trying to be a leader. She is a leader, and with every calculated comment she makes, it is strikingly obvious that she's earned her place. Evelyn Sanguinetti is the seamless fusion of a mother, a volunteer, a lawyer, and a politician.

**Her story is unique, but holds many of the elements woven into the American dream. From a child living in a struggling family, to a classically trained concert pianist, to one of Chicago's top lawyers, hers is a tale of redemption and success; a story where education and hard work can make dreams come true. Evelyn is the embodiment of the American woman and American leadership.**

Starting from humble roots, she's evolved into one of Chicago's rising politicians. In addition to raising three children, she helps manage the state of Illinois, practices private law, and serves as an Adjunct Professor of Law at the John Marshall Law School. She is a leader in her home, a leader in her state, and a pristine example for women and the Hispanic community. No one starts at the top, and Evelyn is certainly no different.

Her rise didn't begin in Illinois, and it certainly didn't begin with politics. To look into her formative years, we have to go to the southernmost economic hub in the United States, Miami, Florida. A home base for a huge portion of immigrants from the south, Miami served as the backdrop for Evelyn's traditional upbringing. Her parents fell in love early, and she was born when they were only fifteen. The teen sweethearts came from very different places. Her mother arrived from Cuba as a refugee in the seventies following the Castro transition. Her father's family traveled from much further west, Ecuador. Like most immigrant families, Evelyn's parents sought the American dream for themselves and their family.



Unfortunately, US economic struggles at the time proved hard on everyone, and things were arguably worse for immigrants struggling to find decent paying work. "I remember always being one step ahead of the landlord... I remember that my parents did whatever it took to put food on the table.

I remember the fear," Evelyn stated in an interview. Her family survived on public aid and odd jobs. Sanguinetti vividly

remembers her mother sewing and cleaning houses to bring extra income to the household. Evelyn was too young to work, but she knew she had to do something. She poured that determination into hard work at school. It wasn't until Evelyn started playing piano that she found a doorway to opportunity. Upon taking lessons it quickly became apparent that she had a gift, a gift that would grant everything her parents wanted for her. With piano, Evelyn gained access to Florida's premier

fine arts public high school, and eventually received a scholarship to Florida International University, where she earned a bachelor's degree in music.

Evelyn didn't only see opportunity in education when she started playing. Playing the piano also paved the way for her long history of volunteering. At a young age, Evelyn spent her time traveling to retirement homes and playing for residents. She was paid in smiles, but gained something that would prove critical to her future success. "Volunteerism and civic engagement is what creates our future leaders," Evelyn said of her work, noting that while education was essential to her success, volunteerism is a phenomenal tool for young people to build their resumes. "You don't need a degree, all you need is a ser-

vant's heart." Her secret to energetic volunteerism is following her passion. For Evelyn it was piano. For others it could be something entirely different. Evelyn's only guidelines are we decide what we love and spend our time doing that.

## The Lawyer

The song didn't stop for Evelyn when she earned her undergraduate degree. In many ways, the music degree was just the beginning of a very different adventure. She loved the performance aspect of her musical endeavors, but saw the opportunities education gave her, and chose a new path. Evelyn entered graduate school in Illinois and earned her law degree from John Marshall Law School. She spent the next decade working for both the government and in private practice, until she experienced an event that would change her life forever. In 2007, while walking in West Chicago, Evelyn slipped on a patch of ice and broke her back. The result proved to be a blessing in disguise. Her injuries required life threatening surgery and a spinal fusion that would guarantee limited mobility for the rest of her life. While in the hospital, she was also diagnosed with multiple sclerosis.

## The Community Leader

The thing is, natural born leaders don't know how to quit. People like Evelyn simply don't feel sorry for themselves for very long, they don't know how. Resigning her future to fate was not an option. She distinctly remembers her husband advising her to do the opposite. Evelyn felt the need to do more to improve the lives of her fellow Chicagoans. She knew what a difficult life looked like, and knew she could help. With a law background, specifically in the public sector, Evelyn ran for city council in Wheaton, Illinois, a suburb in west Chicago. She won the election.

As it turns out, Evelyn loves politics. From negotiating with unions to settling disputes between neighbors, improving the lives of every day citizens has become a passion. As a leader, Evelyn holds a distinct advantage over her competitors.

**Rising from a life of poverty directly connects her to the state's every day citizens.** There is a special place in her heart for the challenges her voters face.

She understands firsthand the challenges immigrants face in the United States, and more importantly, how critical education is for ensuring success amongst America's youth. In many ways, her meteoric rise from poverty has become her platform. As a city council woman, she focused on sidewalk

safety for her community. Maybe she knew there were bigger issues in store, but the principles remained the same.

The passion for people, the drive, the focus, the intelligence, made her a standout during her stint as a city councilwoman, and Chicago's politicians took notice. As a moderate Hispanic, Evelyn was chosen as a running mate for Bruce Rauner's State

Governor bid in 2015. **Running on a purely economic platform, the campaign was a smashing success, granting Evelyn the title of Lieutenant Governor, a title no Latina has ever held in Illinois, or the United States.** Alongside State

Secretary Nellie Gorbea from Rhode Island and Governor Susana Martinez in New Mexico, Evelyn represents a new wave of Latina leadership in politics. Her politics are based on the challenges she overcame and the challenges she sees in her community. As a major player in Illinois government, Evelyn's laser focus lies on assisting young people just like herself. She wants educational opportunities for everyone.

So we arrive to the present. Her focus is still on her community. Every Thursday night she works with her church to assist and council individuals recently released from prison. Evelyn volunteers on the Franklin Middle School, Lowell Elementary and Jefferson Preschool Parent Teacher Associations, remaining involved with her kids' schools. After school volunteering includes her son's Cub Scout troop, the Community School of the Arts, and Wheaton Briarcliffe Youth Baseball. She assists local business at the Wheaton Chamber of Commerce and puts her legal experience to use on the Dupage County Bar Association. Evelyn Sanguinetti has achieved success by any unit of measure, and it doesn't look like she's going to stop any time soon. More importantly, she is a woman to look up to. Altruism and hard work have proven to be her secret recipe. She has defied the odds of success not only as a first generation American, but as a woman in politics. She is proof that anyone can achieve nearly anything if they put their mind to it. Evelyn has been a fighter from the start. She's worked her way from the bottom and overcome every obstacle life has presented her. Evelyn's education in the arts opened unimaginable doors for her, and is proof that any Hispanic who feels the need to put his or her dreams into action can achieve anything. 🇺🇸

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Left to right: Janet Simms, John Paul Gutierrez, Ramon De la Cruz, Beth Marmolejos and Randy Caba

# 2015 Chapter Of The Year

## Congratulations New Jersey

Every year, NSHMBA chapters across the United States compete to be named the Chapter of the Year. While a bit of friendly competition is always good fun, the criteria for winning is very real, and enables NSHMBA to measure their strengths and weaknesses as an organization. This year one chapter stood out above the rest. NSHMBA is proud to announce New Jersey as Chapter of the Year.

Chapters are graded in 3 categories; financial health, programming, and mentorship. Additionally, a chapter must fall into NSHMBA's compliance rules to participate. Any chapter who does not meet compliance regulations for two consecutive quarters becomes ineligible to win Chapter of the Year. In 8 years, New Jersey has received the award 3 times. Given NSHMBA's list of 40 excellent chapters, this is a phenomenal achievement.

During the rating period, former Chapter President Janet Simms said, "The tremendous effort led by the New Jersey Chapter Officers through partnerships with our corporate sponsors, members, and supporters enabled the chapter to reach its full potential." As a new year approaches, Chapter President duties are being passed to Ramon de la Cruz, who is confident New Jersey will continue to set the standard for excellence.

New Jersey's chapter hosts 8 to 10 events annually. "Through our chapter's collective programs, I believe that we are making a positive impact among business students, young MBAs and business professionals," stated Ramon de la Cruz, New Jersey Chapter President.

New Jersey scored consistently well in all categories, enabling over 850 members in the Garden State to better themselves through NSHMBA.



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## What is a NSHMBA Leader? A Leader With Vision

### Traits of NSHMBA's Luminaries

Professional leadership runs through NSHMBA's veins. Since 1988, NSHMBA has acted as the premier example of Hispanic leadership in the United States. The men and women who work tirelessly for the Hispanic organization changed many times over the years, but a consistent thread of values have defined their vision of success since the beginning. Everything has an origin, and the National Society of Hispanic MBAs is no different. Like any community, it takes a certain set of principles to succeed. It takes special people, special skills, and an ability to adapt to changing times. It also takes leaders. From its inception, NSHMBA has been an organization founded on the principles of leadership, with a rich history of individuals possessing special, rare talents. As the organization has grown, so has the character of the men and women who have ensured its success for over 25 years.

# Leaders who set the example

In order to understand NSHMBA's vision of leadership, it's helpful to go back in time to the beginning. Here one can find the seeds of character that eventually grew into the fruit displayed today. What NSHMBA needed from its leaders over a quarter of a century ago, was crucial to laying the foundation. However, a set of core values has remained the same for NSHMBA's lifespan. For the first 7 years, NSHMBA's efforts went towards the establishment of the organization. It needed to define its leadership, its mission, and its place in the nonprofit world.

NSHMBA prides itself in a rich history of charismatic leaders, starting with Henry Hernandez, a former Fortune 500 company executive and intelligence officer for the CIA. Founded in 1988 by Hernandez, Maggie Pena, Richard Rey, and Chris Arrangaga, the group defined what the leadership model would look like from the beginning. They were energetic, visionary, enthusiastic, and disciplined. This group of MBAs had the vision of creating a grassroots support organization aimed at bettering Latino professionals in the United States. They sought to see more Latino leaders in the corporate sector, government, even non-profits. The program they created aimed to assist the Latino community as a whole, regardless of national origin. NSHMBA, from its humble origins in a living room, launched nine months later with a \$3000 seed fund. The founders started by creating a board of peers to act as self-governing leadership. Living in different areas, the board didn't actually meet in person for the first 7 months. The team relied on weekly faxes, conference calls and standard mail, the ability to communicate clearly became a paramount leadership quality and has stuck as an important trait possessed by every leader who has excelled within the organization.

In November of 1988, NSHMBA was inducted into their local town hall. By December, they were incorporated into the state of California as a 501c3 non-profit. In January of 1989, they would simultaneously launch their first chapters in six major cities with concentrated Latino populations. These cities included Los Angeles, San

Francisco, Houston, Miami, New York, and Chicago. By 1990, the founders held the first NSHMBA conference in Chicago, where they had 300 attendees and 65 exhibitors.

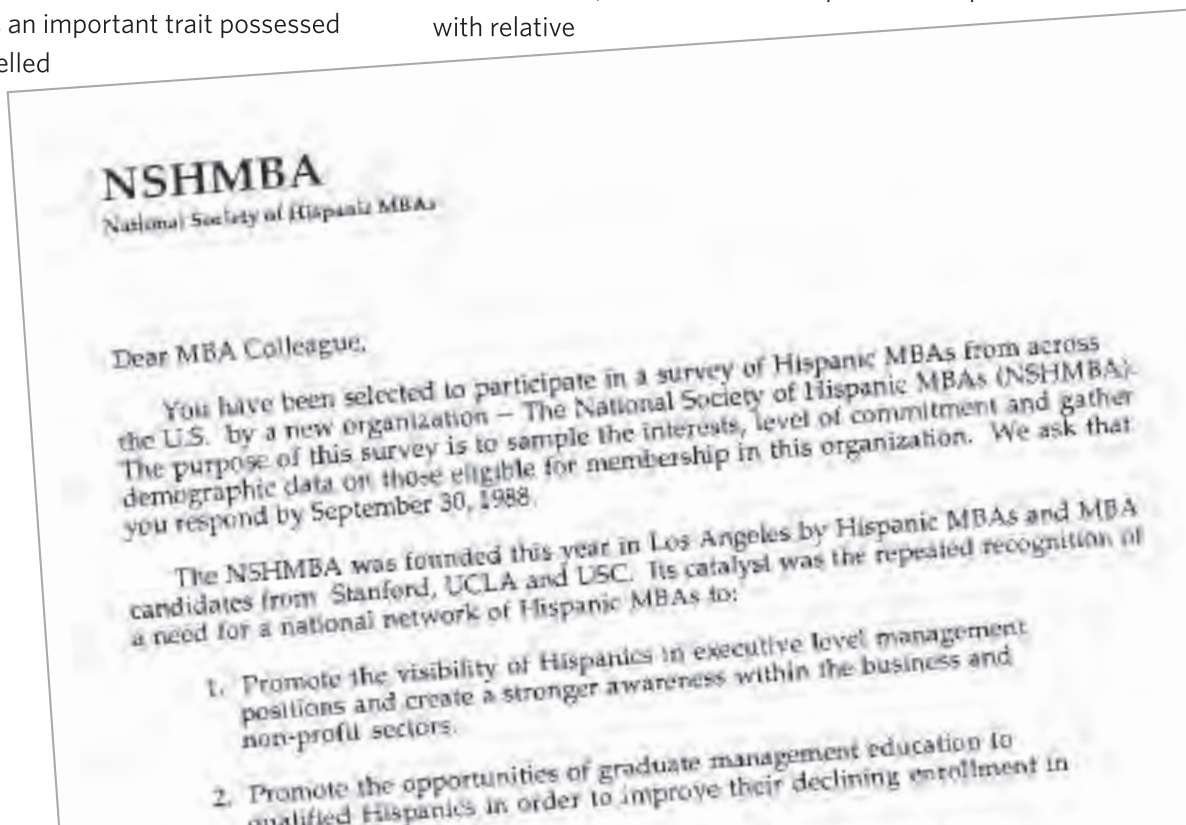
NSHMBA's rich history of leaders provide the organization with strengths that are exemplified in their members and future leaders. These past leaders set an example of an entrepreneurial spirit that still breathes life into young professionals. They were risk takers, pace setters and stand outs in their professions. With a vision and dream for future Hispanic professionals, these leaders volunteered their time, talent and ideas to establish NSHMBA. They were team players with a "can do" attitude that penetrates every aspect of the organization you see today.

## Formalizing Leadership

The following period was a time of stewardship for NSHMBA. As an established non-profit, leaders during this time brought a different set of skills to the table. As finances, logistics and chapter relationships were formalized, a series of detail oriented, management-minded leaders took charge. A growing NSHMBA was short staffed and underfunded, requiring decision makers to exhibit unparalleled resourcefulness in order to accomplish set goals.

In 1995, NSHMBA established their first national office. It was a time of change for everyone at NSHMBA. For the first time in their history, a paid staff would coordinate nationally. This also meant a shift in leadership structure. With the 5 paid staff members in the national office and 13 chapters spread throughout the United States, new leadership would require vision, resourcefulness, and unparalleled strategic thinking.

Until this time, NSHMBA's 13 independent chapters worked with relative





autonomy. Each chapter had its own website and even used its own bank.

While the banking and chapter branding issues could be easily addressed, national leadership noticed something in the process. If NSHMBA were to grow, it would be absolutely necessary to continually invest in chapter infrastructure. The national office tackled the big issues first. In addition to switching all chapters to a single financial institution and website platform, NSHMBA embraced modern technology and upgraded

their membership tracker from an excel spreadsheet to a full-fledged software program where individuals could enroll.

As the leadership team worked to unify chapters, they began evaluating strategies to grow the organization's membership. On the marketing side, funds were nonexistent. Executing conferences and other campaigns to grow membership fell on the shoulders of the national staff and even the chapters themselves. Despite the massive changes and shortage of resources, the NSHMBA community organized itself and grew. NSHMBA's national office formalized their relationship with the chapters producing NSHMBA's first nationally cohesive image. Now NSHMBA, built on a legacy of communication, proved they could communicate, not just with each other, but with the public they were trying to reach.

## Visionary Leadership

NSHMBA was looking for a very specific skill set to continue the progress they'd made over the last decade when the most recent CEO took the helm in 2010. They formalized relations with their chapters and brought on a full-time national staff, but they needed funding and that meant working closely with for-profit businesses to generate donations and sponsor relationships. NSHMBA needed a leader with for-profit executive experience who had a heart for charity. This translated to a communicator with a strategic mind. The new leadership style paid off, and NSHMBA grew five fold in less than a decade. NSHMBA was stronger than ever, but a rapidly shifting market meant it was time for a new strategy and a new type of leader.

So we arrive at the present with an ongoing search for

NSHMBA's next CEO. NSHMBA's leadership over the years displayed an astonishing level of diverse talent, but all of them hold one special leadership trait; vision. The same leadership trait that NSHMBA has seen throughout the years will be just as relevant today in a rapidly changing market.

A future leader must continue to communicate both internally and externally. In an era with so many communication tools at its disposal, it remains critical that these individuals exhibit intrapersonal communication skills as they embrace technology to accomplish tasks faster and more efficiently. NSHMBA is continuing to develop relationships with new partners, including universities, and effectively utilizing the NSHMBA board as well as constituents. The NSHMBA staff continue to work dilligently to move towards the new strategy alongside 40 strong and growing chapters.

This leader must leverage technology with an analytical mind and rapidly translate data into action. He or she must be a doer as well a thinker. After two rounds of strategic planning sessions, the board intends to focus on increasing professional experience at their own level, falling into the hands of whoever is chosen as NSHMBA's new CEO. This new CEO must execute all board strategies within the organization and throughout the various established partnerships. It's always been a demanding job. One must be a servant first and always set the example. The individual that takes the helm for NSHMBA's future endeavors, must exercise flexibility in a market that changes every year.

NSHMBA's vision of leadership remains the same, but the tools required to promote all Hispanic professionals are constantly changing. Whatever the challenge, NSHMBA's new era of leaders need not worry. They will be at the head of an organization built on a vision of success and will have the ability to tap into decades of exceptional leadership with a myriad of rare talent and knowledge.

*Thank you Stuart Jara and Henry Hernandez for your contribution to this story. 🇺🇸*





< Alba, Program Manager

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iBienvenidos! and welcome to Chicago -- a sentiment that I express sincerely on behalf of Northeastern Illinois University for your commitment to Hispanic business professionals and their talents. As the number of Hispanic business leaders grows, your participation becomes all the more critical -- fostering cultural understanding, pursuing professional development and taking pride in your heritage.

Speaking of pride, we are incredibly proud of our city - Chicago's great traditions, food, architecture, and people. We are also proud of our University. Northeastern Illinois University -- with its 10,000 students -- is recognized as the most diverse public university in the Midwest. As a federally designated Hispanic-Serving Institution (HSI), Northeastern is also the first to establish an undergraduate chapter of NSHMBA. So, it makes sense that we greet you now as the academic co-lead of this conference.

I hope you enjoy the conference and this great city, and that you take advantage of everything they have to offer you while you're here.

Sincerely,

A handwritten signature in black ink that reads 'Sharon Hahs'.

Sharon Hahs  
President  
Northeastern Illinois University



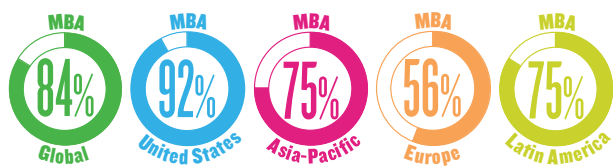
# Five Highlights of the 2015 Job Market for B-School Grads

Critical to making the decision to go to business school is trusting that a better, higher paying job will be waiting for you on the other side. Those receiving MBA and specialized business master's degrees this year are largely seeing that their trust was not misplaced—the 2015 hiring market for business school grads looks very strong across all degree types. Here are five key takeaways from the Graduate Management Admissions Council's 2015 Corporate Recruiters Survey:

**1. Hiring demand for MBA and specialized business master's graduates is up around the world.** Globally, 84 percent of employers plan to hire MBA graduates this year, compared with 74 percent that hired them in 2014. Of those with plans to hire, 59 percent plan to hire more MBAs than they did last year. The percentage of companies hiring MBAs is up in every world region—notably, 92 percent of US companies plan to hire MBAs in 2015 compared with 80 percent that did so last year.

The share of employers planning to hire specialized business master's grads this year is also up compared with 2014 actual hiring. Specifically, more than half (51%) plan to hire Master in Management grads (vs. 41% that hired them in 2014), 46 percent plan to hire Master of Finance grads (vs. 32% in

**HIRING DEMAND:** Percentage of Employers Who Plan To Hire MBAs



2014), and 44 percent plan to hire Master of Accounting grads (vs. 31% in 2014).

**2. The median starting salary for MBA grads in 2015 will nearly double that of bachelor's grads at US-based companies.** US-based companies are expected to offer recent MBA graduates a median starting salary of \$100,000, compared with a median of \$55,000 for bachelor's grads. Globally, more than half of employers will increase starting salaries for recent MBA hires this year; 1 in 5 will do so above the rate of inflation.

Try our new interactive salary estimator tool on [mba.com/salarycalculator](http://mba.com/salarycalculator) to estimate how much you can earn after b-school by your desired industry and job level!

**3. Internships are a highly effective way to land a job offer.** MBA and specialized business master's students do remarkably well turning internships into full-time employment. An incredible 85 percent of companies with MBA interns



extended full-time job offers to them in 2014. Eighty-three percent of companies with non-MBA master-level business interns did the same. Globally, 67 percent of companies had MBA interns and 56 percent had non-MBA master-level business interns last year.

**4. Demand for new hires skilled in data analytics is high and growing rapidly.** Globally, 51 percent of companies plan to hire for data analytics job functions in 2015—up from 44 percent last year. Data analytics is in high demand across industries, with the majority of employers in the energy and utilities (67%), technology (64%), nonprofit/government (59%) consulting (57%), and products and services (52%) sectors planning to fill data analytics positions this year.

**5. The majority of companies worldwide categorize their direction as "expanding/growing".** Companies in the US (74%), Asia-Pacific (62%), Europe (59%), and Latin America (53%) predominantly define their direction as expanding/growing. Globally, just 16 percent said they are "overcoming challenges". Companies that classify themselves as growing are the most likely to be seeking recent b-school grads to hire.

The class of 2015 is seeing the benefits of a graduate management degree—will you be next?

Learn more about graduate management education, business school, the GMAT, test prep, and GMAT accepting universities and schools on [mba.com](http://mba.com).

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## Congratulations to the 19 recipients of the Home Depot Tools for Success Sponsorship to the Ignite Program at the 2015 NSHMBA Conference & Career Expo in Chicago!

The Sponsorship includes full conference registration to the 2015 NSHMBA Conference & Career Expo with travel accommodation and 3-night stay. The Sponsorship will also include one year NSHMBA membership and connection with local NSHMBA chapters.

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 Daniela Bernasconi  
 Maria Blaschke  
 Nubia Gomez-Villegas  
 Ana Gutierrez  
 Jasmine Hernandez  
 Diana Hernandez  
 Hector Marcano Cuevas  
 Jennifer Martinez  
 Dayli Martinez  
 Silvia Mendez  
 Nanny Pagan Vargas  
 George Rivera Rivera  
 Laura Torres-Ruiz  
 Alan Vilanalis  
 Nicole Zummar  
 Marcela Lopez



## 2015 CASE COMPETITION



This year's finalists for the Case Competition sponsored by PepsiCo will be presenting at the 2015 NSHMBA Conference & Career Expo. This program is a unique event designed to give high-powered MBA student teams an opportunity to demonstrate their knowledge, problem-solving skills and teamwork abilities in a firm competition.

### The four finalist teams presenting are:

1. Northwestern University, Kellogg School of Management
  - Team Name - Inspire
  - Team - Amit Chavada, Sidharth Deshpande, Khushboo Kumra
2. University of South Carolina, Darla Moore School of Business
  - Team Name - #Bubble Solutions
  - Team - Galen Labutka, Kyle Jensen, Tahmoor Khalil
3. Northwestern University, Kellogg School of Management
  - Team Name - #NowSteering
  - Team - Laura Adriano, Giuseppe (Joe) Verde, Marco Della Torre, Sergio Santos
4. Northwestern University, Kellogg School of Management
  - Team Name - #PopsInvest
  - Team - Ritwik Mohan, Annie Doan, Ishvarya Ramani, Michelle Lidezue



[Read about the WINNING team here!](#)

# Initiatives For Building

Change<sup>is</sup> on the horizon.

Since its creation in 1988, NSHMBA has and will always be focused on Hispanics earning MBAs. But after 27 years, that singular mission simply doesn't encompass the variety of students the organization assists on a daily basis. As a result, NSHMBA has redefined its mission to include all Hispanic business professionals. Each of NSHMBA's major stakeholders and NSHMBA's Board of Directors determined a reinvention is in order to reflect this new mission... NSHMBA will become something even better this year with an intention to rebrand and 4 new initiatives.

## University Chapters

NSHMBA is building upon the infrastructure and support provided to its existing 40 professional chapters to begin opening University Chapters on undergraduate campuses across the United States. With an initial focus in key markets, NSHMBA is piloting university chapters already in the Chicago area, and has launched its first at North-eastern Illinois University. To get started, University Chapters only require a minimum of 10 student members, a faculty advisor and the commitment of four members to serve as chapter leadership. The goal is to give younger students equal access to the development, networking, mentorship and job placement opportunities that NSHMBA provides its membership. The organization is excited to build the foundation for Hispanic students to move onto professional careers or graduate programs and to send a message to Hispanic students all the way to the high school level by showing them that support and development programs exist throughout their educational journey.

## Mentorship

Under the new strategy NSHMBA begins the formalization of a mentorship program to pair experienced professionals with students, graduates and early professionals to advance their knowledge and skills for the professional environment. There are fewer things more valuable to a young leader than good advice. Through the use of technology tools and resources, this program will provide both the mentor and mentee opportunities to grow personally and through the relationship which will begin through a skill- and experience-based pairing. Utilizing technology, geography no longer has to be a limitation, and in this program allows for NSHMBA to bring added value to its members who are looking for new ways to engage and give back through the organizations network and community. NSHMBA chapters and members also don't have to be the only individuals to pair; we look forward to providing this opportunity to our corporate and university partners who are looking for additional growth opportunities to offer their students and professionals.



# A Modern NSHMBA

## Internships

Internships, as a companion to NSHMBA's mentorship strategy, will continue to play a vital role as the community grows in the coming years. As NSHMBA expands to undergraduate students, we realize the importance of these types of experience for students and the benefits for companies and organizations as well. For members and corporate partners, networking opportunities will take place on the NSHMBA job board where students can search and apply for internships, and companies can search for potential employees. Our strong partnerships with some of the nation's largest corporations gives students the experience they need in today's competitive work force. Not only will students gain professional knowledge during their internships, they will receive a "foot" in the door, allowing them to network with peers in their field as well as potential job opportunities.

## Fundraising & Development

For over 28 years, the NSHMBA Foundation has worked to bring programs and scholarships to members of NSHMBA. Through our annual conference and career expo, NSHMBA Academy, and the many local events offered through our chapters, we continue to strive to bring quality opportunities to each and every one of our members. The Foundation seeks to ensure Hispanic Americans have access to quality education programming that prepares them for their future.

Donations to the Foundation help support all of the NSHMBA Foundation's scholarship opportunities including GMAT test preparation courses, academic awards through University Partners, and conference scholarships. Donations also help support the educational programs at conference and through all the local chapters. From professional developments, to Ignite, to mentorships and internships, the NSHMBA Foundation is striving to meet the educational needs of our members.



NSHMBA will continue to operate on a multi-tier platform essential for the realization of Hispanic success in the workplace and a keen focus on education, economics, and social mobility as the foundation for new development goals, programs, and resource allocation for the organization.

**Empower**  
Hispanic Business  
Professionals<sup>to</sup>  
achieve their **full**  
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**Event Name:**  
**NSHMBA Career Expo**

**Location:**  
**Chicago, IL**

**Booth:**  
**2818**

By Glenn Llopis

Chairman, Glenn Llopis Group and  
Founder, Center for Hispanic Leadership



# Without Hispanics, America's Corporations Can't Grow and Compete

The cultural demographic shift™ in the United States is about the workplace and marketplace telling us it's becoming less about the business defining the individual and more about the individual defining the business. This is exactly what Hispanics are awakening corporations to, as they begin to recognize that young professionals entering the workforce are in search of the right career and employer who will allow them to be their most authentic selves. This equally holds true to those Hispanic professionals who have been battling the gulf between assimilation and authenticity for years – and are now ready to advance as 21st century leaders by allowing the influence of their cultural values to empower the natural ways they think, act and are motivated to perform at work.

Every 30 seconds, two non-Hispanics hit retirement age and one Hispanic turns 18 years old. According to the Selig Center for Economic Growth at the Terry School of

Business at the University of Georgia, Hispanics will represent 74% of labor force growth by 2020. However, according to the Center for Hispanic Leadership, Hispanic professionals are only delivering 40% of their full potential at work. With the growing purchasing power of Hispanic consumers that is estimated to reach \$1.7T by 2019 (according to the Selig Center), there is urgency to employ and advance more Hispanics into influential leadership roles – where they can help most authentically guide brands to create the most effective strategies to not only attract and develop top Hispanic talent, but capture the growing Hispanic marketplace.

Isn't it safe to assume that if Hispanics could deliver more of their full potential, their purchasing power would also increase? So what are we waiting for? Perhaps the implications would be better understood if we realized that the combined purchasing power of U.S. Hispanics represents the 16th largest economy in the world.

The rapid growth of the U.S. Hispanic population that is at the forefront of the cultural demographic shift™ is requiring corporations and their leaders, across all industries, to think differently about how they can most effectively engage with Hispanic employees and consumers to drive new areas of growth. As such, there is a growing need for senior executives and all levels of leadership to be more culturally competent in an effort to awaken the full potential of the Hispanic workforce and to engage more strategically with Hispanic consumers by building deeper, more meaningful and trustworthy relationships.

## Opportunity Gaps Across All Industries

Healthcare, STEM educators, financial and insurance service providers, automotive,





telecommunications, real estate, media & entertainment, retail and consumer brands – all must not only be actively involved in this transformational conversation, but must properly invest to solve for the growing “opportunity gaps” they have unknowingly perpetuated. This is why Hispanics have not historically felt fully engaged in their work -- and why consumers have grown tired of being sold by brands who have failed in their approach and intention to relate with and serve their unique needs influenced by their cultural values. This has become clearly evident in the manner in which most corporations have not committed to invest in long-term growth strategies to solve for the widening opportunity gaps, instead focused more on short-term compliance tactics to protect their reputations. As such, Hispanics have grown frustrated, oftentimes feeling undervalued and uncertain about their loyalty and confused about why they should commit their workplace performance and purchasing power to corporations and brands that have yet to fully commit to them in their business models. Perhaps this explains why it has become so difficult for companies to attract and retain top Hispanic talent and why Hispanic marketing efforts often deliver underwhelming results.

The bottom line is that you can't maximize the full potential of a culturally-driven market segment that is quickly becoming the new mainstream when you still believe that they will assimilate and accept a more general market approach or total market strategy that makes half-hearted efforts to include Hispanics. These attempts by brands are simply fueling the identity crisis that Hispanics are eager to escape. Perhaps it's time to accept that assimilation to traditional White-Anglo Protestant values has now given way to America's new value system that is being redefined by the cultural demographic shift™.

Preparing U.S. leadership for this shift requires that corporations and their brands enable the advancement of Hispanics in the workplace and marketplace. By becoming more culturally proficient, together they can authentically lead, innovate, and embrace new competitive advantages to drive growth and innovation. The key is for corporations

to stop ignoring that Hispanics are creating new types of demand across every industry – and begin to gain clarity and understanding of what the shift means, before it's too late.

This means beginning to solve for:

- **Widening Opportunity Gaps:** convert performance gaps into incremental revenue and new areas of sustainable growth.
- **Urgent Need to Operationalize the Shift:** defining strategies and solutions in support of new business models to create marketplace distinction.
- **Stimulate Maximum Engagement:** define the full potential of employees, brands and external partnerships to multiply outcomes and strengthen intellectual capital requirements by leading the shift.

This effort will make America's corporations better equipped and prepared to grow and compete in the industries they serve – while equally contributing towards stimulating economic growth and global competitiveness by most effectively developing an American-bred talent pool that will create new markets, multiply current purchasing power projections and further define America's future.

## Making a Business Case for the Hispanic Opportunity

A special report by The Economist validates this argument while digging deep into the roots of just how much dependency the immediate and long-term future of America is directly linked to a Hispanic population that will represent 30% of the United States by 2050. The report, authored by David Rennie, The Economist's Washington Bureau Chief, took three months to research and five weeks to write. It is an excellent depiction of the role and responsibility America's politicians and business leaders must assume to elevate the human capital potential of U.S. Hispanics if economic growth and global competitiveness is to abound. Equally, leaders must not only begin to pay closer attention to the data and analytics, but must learn

to translate what the numbers and trends really mean to change behavior and attitudes to drive sustainable results – based on the understanding that cultural values influence Hispanics to engage in unique and different ways.

Rather than build bridges to advance the Hispanic population – to make them a stronger force and hold them more accountable, so that Hispanics can contribute to American society for the betterment of their families and the nation at large – politicians and business leaders are creating barriers to advancement that is weakening this juggernaut of a population. Consequently, this is making it more difficult for America’s corporations and the U.S. economy to grow and prosper.

In my recent conversation with David Rennie, I asked him: “Are politicians making it difficult for Hispanics to advance in America?” He answered, “Yes. It is true of both the right and the left.” Perhaps it’s time to change the conversation and include the voices of emerging and influential Hispanic leaders (and non-Hispanic leaders) that can objectively provide clarity and understanding of the real issues at hand. Without these voices, the narrative will never change.

As you read The Economist report, it becomes quite clear that this is not a one-sided story with a one-sided solution. It sends an unwritten message to U.S. Hispanics that they must equally become more accountable to discover and unleash their full potential – whether there are bridges or barriers to advancement. Hispanics must realize that they can’t wait for anyone but themselves to solve their own challenges (i.e., education, jobs, etc.).

In other words, Hispanics must begin to lead and start to collectively lift each other up – rather than pull each other down, which only creates more barriers to our advancement. Our diverse community must lead together to actively integrate into the fabric of American society if we are to earn the trust of corporate and government leaders. At the same time, corporate and government leaders must awaken to the realization that the longer they ignore or wait to engage with and invest in Hispanics, the more they are putting their businesses and the economy at risk.

When discussing this issue with Mr. Rennie, he eloquently and enthusiastically stated, “Hispanics represent the backbone of the working class and they will soon need to be a key part of America’s middle class. Hispanics must become America’s future physicians, lawyers, professors. We must start taking action to replace the white middle-class population that is becoming older with a Hispanic population that is making America much younger.”

## **Changing the Conversation (It’s No Longer About Immigration)**

The report states that 1 in 4 public school children are Hispanic and that 5 out of 6 U.S. Hispanics are legal citizens. In other words, the immigration conversation has become outdated. Given the current state of America’s economy and global competitiveness, which continues to lose ground, it’s time for business and government leaders to create a legitimate platform that will allow Hispanics to play a more integrated role in the reinvention of America. As Mr. Rennie stated, “Politicians are right that a demographic revolution is under way. But

their panic about immigration and the national interest is misguided. America needs its Latinos. To prosper, it must not exclude them, but help them realize their potential.”

This is a challenge that most corporations across all industries are being faced with: how to build the talent pipeline and develop the next generation of corporate leaders, physicians, highly skilled labor, etc. that not only represents the new marketplace, but will influence how the marketplace is served in order to create new areas for growth and innovation. In particular, the healthcare and biomedical fields are experiencing a desperate need to close the Hispanic talent gap, as it puts more patients at risk and causes higher costs of care for medical institutions.

For example, only 5% of physicians in the United States are Hispanic, yet more Hispanics are insured than ever before (as a result of the Affordable Care Act). This creates a healthcare delivery gap that can make it difficult to educate Hispanic patients about preventive care and overall management of their lifestyles. This is cause for concern when you consider that Hispanics are becoming more susceptible to chronic diseases, such as diabetes, obesity and cancer, and face barriers to access to genetic testing, research, new treatments and cures.

According to Stephanie Neuvirth, Chief Human Resources and Diversity Officer at City of Hope, a leading Cancer Institute located 25 miles east of Los Angeles in Duarte, CA (with a patient service area that is 46% Hispanic), “As advances in medicine evolve at an unprecedented pace, this is a critical time to invest in preparing the next generation of health care and biomedical professionals, in particular with the Hispanic population. There is a vital need to build a pipeline of Hispanic healthcare and biomedical workers to meet the unique needs of the rapidly growing patient population. To make sustainable change, we must engage parents, teachers, employers, community influencers and all other stakeholders in the STEM conversation to achieve real solutions – not just talk about them. At City of Hope, we are looking strategically at how we can quickly solve for workforce pipeline issues by initiating conversations on how we invest in, develop and introduce our youth to possible careers in healthcare, beginning as early as 2nd grade and we are inviting our school district and local colleges to join us in this conversation to collaborate in programs such as the T.E.A.C.H. Project to maximize our efforts. Current diverse healthcare and biomedical workers are being asked to sponsor interns, be role models and mentors.”

These same types of challenges that impact an organization’s and an industry’s ability to grow and compete also exist in the insurance and financial services sectors. For example, many Hispanics hold misconceptions about insurance that intensifies their natural skepticism. Nearly half (49%) don’t know what type of policy to buy or how much coverage they might need, and even if they did, a full 75% believe insurance is too expensive.

As such, the Hispanic community suffers disproportionately because of lagging insurance coverage, which contributes to their health disparities and mounting medical bills. Even so, learning about insurance can cause high levels of anxiety in the Hispanic community,

especially among those without coverage, who delay buying insurance because of perceived costs, the need for more knowledge about insurance coverage options, or simple procrastination. On top of this, insurance is not mandatory or necessarily needed in most Latin American countries, so its important role in U.S. society is not widely understood across the Hispanic population.

According to Nielsen, 15 million Upscale Hispanics (nearly 26%), earning between \$55K and \$90K a year, are investing more in Retirement/Pension Funds (43%), Children's College Funds (24%) and Life Insurance/Annuities (23%). Nielsen estimates that by 2050, there will be 35 million Upscale Hispanics. The question remains: Will the insurance and financial sectors be prepared to serve them?

According to Juli McNeely, LUTCF, CFP, CLU, President of the National Association of Insurance and Financial Advisors (NAIFA): "Our sponsored Advisor 2020 report details how the rapid population growth in immigrant communities, especially Hispanics, is transforming the U.S. into a minority-majority country. Now, more than ever, NAIFA must help its members and the insurance and financial services industries that we serve enhance their skills, knowledge and networks to tap into and serve these growing markets, in particular the Hispanic market. Our goal is to prepare our members for 2020 and beyond."

## **The American Dream Lives Within the Hispanic Community**

As more Hispanics pursue the American dream, the demand for homeownership is on the rise. Between now and 2020, Hispanics will account for 50% of new buyers. According to the 2013 State of Hispanic Homeownership report, the total number of owner households in the U.S. grew from 69.2 million in 2000 to 74.7 million in 2013, an increase of 5.5 million. During that same period of time, Hispanics accounted for an increase of 2.6 million owner households, or nearly half (47%) of all homeownership growth in the country.

Patty Arvielo, President and Co-Founder of New American Funding, an FHA Direct Endorsement (DE) and Government-Approved national mortgage banker, says that, "Though Hispanics are expected to account for 50% of new homebuyers in the coming years, according to the National Association of Hispanic Real Estate Professionals, the industry is not anywhere near prepared for this demand. Companies

looking to increase their Hispanic market share need to have relevant products and a diverse workforce and possess knowledge of the cultural and language nuances that are common among Hispanic homebuyers. For example, Hispanic millennials – who New American Funding has branded as #hispenials! – are an enormous growth opportunity for our industry, but you won't reach them the same way you do other homebuyers, because they want to communicate via social media and other online mediums." As corporate leaders wrap their arms around these issues, they must not succumb to an "us versus them" mentality, a scenario that only produces a zero sum game. This is about the integration of a new America, about the melting pot giving way to a cultural mosaic, and being open-minded enough to seize the opportunities that diversity in thought can bring to the reinvention of a nation. The rapidly growing Hispanic population is about natural evolution and as leaders we must see through a fresh lens that not only embraces areas of like-mindedness but recognizes how unique differences in people can propel new ways of thinking to drive growth and enable competitive advantages.

Otherwise, what happens to a country when 30% of its population is performing at only 40% of its full potential? I believe we all know the answer as we begin to understand the urgency for leadership to prepare itself for the cultural demographic shift™. As Mr. Rennie boldly stated during our conversation, "This is not reversible. Hispanics are not going away. The demographic revolution is alive and vibrant."

Even so, critical questions remain: When are corporations going to awaken to the full potential of the Hispanic opportunity, before it's too late? How can they begin to embrace this New Normal to grow and compete? Who will emerge as the bold and courageous leaders to change the narrative that has held back growth, innovation and new opportunities? This is all about change management and those who commit to change rightly by viewing the cultural demographic shift™ as a platform for growth will not only win the war for Hispanic talent, but will earn the right to dominate the marketplace as they take the lead to strengthen America's economy and global competitiveness.

*Previously Published for Forbes. To learn more about Center for Hispanic Leadership (CHL), please visit [www.centerforhispanicleadership.com](http://www.centerforhispanicleadership.com) and visit their new online Leadership Academy at:*

*[www.HispanicLeadershipAcademy.com](http://www.HispanicLeadershipAcademy.com)*

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# With your help, more hispanic students reach their goals.

Our scholarship program is still important to keep education affordable and accessible to Hispanic students. Additionally, we are reaching out to even more students at all levels including: High School, Undergrad and Professional. With your donations, we can advance the educational needs of Hispanics across the country.

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— Photo by BASF employee Melissa Walsh, Geismar, L.A.

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# Starting On Success

## NSHMBA's Undergrad Chapters and the Students who Lead them

"Get involved as soon as possible." United Latino Student President, Marhia Martinez, couldn't have summarized NSHMBA's new strategy any better. This mindset exemplifies why NSHMBA recently introduced undergrad chapters to the membership family as part of their new vision. The primary challenge of introducing chapters in universities is finding the students to lead them to success. As NSHMBA receives inquiries from new universities on how to start their own chapters, they've established partnerships with organizations such as United Latino Students (ULS) located throughout California. Groups like ULS are leading the charge during this growth period, mobilizing their members and truly empowering Hispanic students to reach their full potential.

Regional organizations like those at ULS are critical for ensuring university chapter success. In addition to groups, individual student leaders are teaming up with faculty to get started. Take

NSHMBA's first undergraduate chapter as an example. Started by 10 undergrads, NSHMBA's newest chapter resembled the founding of NSHMBA itself, a few bright young people with a heart for Hispanic professional development. Northeastern Illinois University (NEIU) was the perfect place to launch this exciting new part of NSHMBA's story. Located in Chicago, the college is regarded as "the most comprehensive public university in the Midwest," and is designated by the US Department of Education as a Hispanic Institution. In fact, NEIU has an enrollment of over 10,000 students, more than 50% of which represent Hispanic, African American, Asian, and Native American minorities.

Undergraduate student members gain an enormous advantage over their peers. In addition to receiving academic assistance from other members, they will receive the full support of the NSHMBA community. They will gain access





to scholarships, internships, access to GRE and GMAT practice and testing. Joining a chapter allows students to look beyond their

undergrad education and begin to search for educational and networking opportunities to start a career. Additionally, student members receive access to a pool of business professionals and companies.



With partners like ULS and the success NSHMBA experienced at Northeastern Illinois University, other schools are showing genuine interest in starting their own chapters for the 2016-2017 academic year. Chapter president for NEIU Alicia Mendoza said, "Just do it. NSHMBA is one of the best opportunities you will come across when it comes to extracurricular and professional development opportunities... NSHMBA staff is amazing at answering your questions; they will help you and walk you through all the things you will need to start a chapter." ULS students are

currently in the planning stages to establish a chapter in southern California, and two additional schools are currently scheduled to establish their own undergraduate chapters; The University of Tennessee at Knoxville and the University of Baltimore.

Any student who joins an undergraduate chapter will receive the same benefits as a NSHMBA professional membership. For students interested in founding a chapter at their university, information and other tools to get started can be found at [www.nshmba.org/University](http://www.nshmba.org/University)

*Thank you NEIU and ULS for your contribution to this story.*



# Hispanic Leaders on the Rise

## Hispanic Students Are Out-Performing Their Peers

In recent years, particularly the last 10, Hispanic performance in education has skyrocketed! Hispanics are the fastest growing demographic in the United States and will represent a huge portion of the American workforce in the next 20 years. Future Hispanic leaders must be educated, and with more corporations looking for graduate degrees, it is critical that students complete college.



**15%**

of Hispanics drop out of high school  
*(down 40% since 1980)*

**18%**

of all high school students are Hispanic

**19%**

of all college students are Hispanic

**14.5%**

of Hispanics earn a BA

**3%**

of Hispanics earn a masters degree or higher



**1%**

of top corporate positions are held by Hispanics



**4.8%**

of U.S. Army officers are Hispanic



**29%**

of the U.S. House of Representatives is Hispanic



**3%**

of the U.S. Senate is Hispanic



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# Partner Perspectives: Corporate Advisory Board Leaders



Since beginning over 27 years ago, NSHMBA has taken pride in its partnerships with schools and corporations. Today is no different. Through these joint partnerships, the betterment of Hispanics in the NSHMBA community and the United States is

**“Ford Motor Company is committed to recruiting the best and most innovative talent. NSHMBA has for many years, supplied top talent that has contributed to our overall success.”**

certain. Working together they ensure students have the development tools they need and are equipped to become hired. Two sides exist to the NSHMBA partnership coin. There are corporations who represent jobs, and universities representing students and potential employees.

Sam Warnock is a representative of the corporate partners and is the Chair of the NSHMBA Corporate Advisory Board (CAB). He is a human resource man-

ager at Ford Motor Company. Through NSHMBA, he recruits some of the nation’s top prospects into professional careers with the company. “Ford Motor Company is committed to recruiting the best and most innovative talent. NSHMBA has for many years supplied top talent that has contributed to our overall success,” stated Warnock.

Warnock and other corporate partners are excited about the addition of undergraduate chapters. “By expanding the program to include undergraduates, NSHMBA is helping students connect with companies, like the Ford Motor Company, earlier in their careers. The Ford Motor Company currently hires hundreds of undergraduates each year. Now we will have another source to aid in our efforts to recruit top talent,” stated Warnock. “With a bigger pool of talent and more time to develop students through internships, it’s a win-win for students and recruiters.”

From an alternate perspective, Patrick Perrella is the embodiment of NSHMBA’s University Partnership Program. As the Executive Director of Career Services for the Daniels College

of Business at the University of Denver, Patrick works with non-profits, students, and corporations to ensure that everyone receives the maximum return on investment when it comes to business-student relationships.

In addition to his role at the Daniels College of Business, Patrick also sits as Vice-Chair for NSHMBA’s CAB placing him as a critical component in communication between students and businesses looking to hire. Also, Patrick’s job at the University of Denver aligns perfectly with his role at NSHMBA. As Vice-Chair, Patrick has access to scholarship opportunities for NSHMBA scholars. He also acts as an academic sponsor at NSHMBA’s yearly national conference in order to provide information for students and assist them in finding the right option for professional development.

Patrick is excited about the addition of University chapters. In terms of University partners, it makes sense. Faculty and staff will head undergraduate chapters, so NSHMBA’s university partners are already in place to take the lead. “Not only is the population of undergraduate students greater than



graduate students, more companies look for undergrads when hiring employees,” stated Perrella. It puts NSHMBA, students, and corporate sponsors in a great place to have a conversation about work. “Corporations want a return on investment for their recruiting dollars, and NSHMBA is pushing to get the best possible talent in front of these companies.” According to Mr. Perrella, it is absolutely necessary to engage the younger Hispanic population and get them into grad school.

“Students, like companies, are looking for ROI. They are looking to get in front of employers and show what they have to offer. NSHMBA provides these opportunities, and I encourage students to join,” commented Perrella.

Convincing young Hispanics to attain a graduate degree is a very small part of what NSHMBA’s university chapters hope to offer undergraduates. Working with younger students is a great opportunity for NSHMBA to utilize mentorship tools.

Finally, Patrick encourages students to attend career prep workshops. NSHMBA

membership offers various career workshop opportunities, a distinct advantage over peers without a professional development network. In addition to the corporate networking NSHMBA membership offers students, leadership opportunities are also available in the form of working directly with NSHMBA. From chapter leadership to internships with the national office, professional development takes many forms.

**“Corporations want a return on investment for their recruiting dollars, and NSHMBA is pushing to get the best possible talent in front of these companies. ”**

NSHMBA needs both sides of the employee/employer coin to see its vision of a more educated, successful Hispanic community continue. Folks like Sam Warnock and Patrick Perrella are the bridge between those relationships and both can’t wait to see the positive impacts the new university chapters will have on talent recruitment.

### **NSHMBA Appreciates its Corporate Advisory Board**

- Abbott
- Accenture
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- Bank of America
- Cigna
- Dell, Inc.
- Delta Air Lines
- Dr. Pepper Snapple Group, Inc.
- ExxonMobil
- Finra
- Ford Motor Company
- General Electric
- General Mills
- Georgetown University
- Humana
- IBM
- Intel Corporation
- Johnson & Johnson
- Merck & Co.
- Microsoft
- Nationwide
- Pepsi Co., Inc/Frito Lay
- Pitney Bowes
- Procter & Gamble
- Rutgers University
- Society for Human Resource Management (SHRM)
- Target Corporation
- Tesoro
- The Home Depot
- The University of Texas at Austin, McCombs School of Business
- The University of Texas at San Antonio College of Business
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“On average, employers expect to offer MBA and Master’s degree candidates a significantly higher starting salary compared with bachelor’s degree holders.”

Stuart Jara  
NSHMBA Board Chair

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For more information please go to [NSHMBA.org/membership](http://NSHMBA.org/membership)



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# NSHMBA VOICES

Diana I. Román-Negrón | Louisville

"NSHMBA has taught me to be a transparent leader. It has made me understand that as a Leader I must always represent my organization in my personal and professional life. It has given me many tools, including the ability to do public speaking, which I was very shy at first. As a leader of this organization, I have become confident and assertive, and I have been able to communicate this in many different venues."

JJ Perez | Columbus

"Through NSHMBA I have learned the importance of building a diverse team. The varied backgrounds of our board members have allowed us to learn so much from each other, and develop into a strong chapter. I have also learned that leadership is not easy. From dealing with people dynamics to ensuring we are providing value to our members and sponsors, leadership means focusing on others, not myself."

Angie Mortemore | Phoenix

"Prior to serving as the President of the Phoenix Chapter, I learned that life's trials and failures shape you as a leader. Failure allowed me to reinvent myself, strengthen my skills and capabilities. This is what helped me take the initiative to run for the President of Phoenix, Arizona NSHMBA Chapter. I currently have the honor of working with the most talented, successful, and natural leaders in industry, as well as exceptional MBA students, who together form NSHMBA. NSHMBA has taught me a lot about how to be an effective and impactful leader."

What has  
NSHMBA  
taught YOU  
about  
leadership?

Alain Espinosa | New York

"Leadership, as a way of focusing and motivating a group or organization to achieve our goals, is a much discussed concept but often difficult to master. My role as President of the NSHMBA NY Chapter provided me with the opportunity to build on the success of my predecessors, leverage the expertise of my board members and sponsors, and numerous learning opportunities. This role has taken me on a journey through various dilemmas apparent within leadership that have helped me become a more effective leader in our contemporary environment and initiatives to drive Latino talent."

Candelario Cervantez | DFW

"Through NSHMBA I have learned how to be a better servant leader and lead by example. We have also created a "familia" type culture in which everyone supports each other to accomplish large scale projects that help our mission. We have passed this culture on to our members, reminding them that we are all part of the larger "NSHMBA familia." In this way, we can continue to grow mutually beneficial partnerships not only within NSHMBA but within the greater community."

David Berdugo | Atlanta

"I have been involved with NSHMBA over 5 years and held different roles within the organization. During this time, I have had the pleasure of working with some extraordinary individuals eager to succeed and give back to the community. I have learned that true leaders understand that the most valuable resource and the key to success is their team. As a leader you have to be willing to compromise, respect their opinion and be able to define and articulate your vision. To lead you have to know where you are going otherwise you can't get there."

# TIPS ON PROPER CAREER EXPO INTERVIEW ATTIRE

There is a saying that first impressions are lasting impressions. When you go to a Career Expo or Interview, how you dress is a BIG part of that first impression. Suggestions for proper attire for this year's events are below.

## MEN'S CAREER EXPO/INTERVIEW ATTIRE



### ALSO...

- Little or no jewelry
- Finish the aftershave

## WOMEN'S CAREER EXPO/INTERVIEW ATTIRE



### ALSO...

- Minimal jewelry
- Light make-up and perfume

## WHAT NOT TO BRING TO THE CAREER EXPO/INTERVIEW



### Coffee or soda

(It is believed to hold up with any firm - you probably don't know)



### Tattoos

(Cover tattoos with make-up or clothing)



### Gum

(This is the number one distraction during interviews)



### Cell phone or any other electronic device

(i.e. iPod)  
(Keep them turned off)

## CAREER EXPO/INTERVIEW ATTIRE TIPS

- Before you even think about going on an interview or to an expo, make sure you have appropriate interview attire and everything fits correctly.
- Prepare your attire the night before or a few days before, so you don't have to spend time getting them ready on the day. Some clothing may have to be ironed.
- If your clothes are dry clean only, take them to the cleaners after the event, so they are ready for next time.
- Polish your shoes.
- Bring a breath mint and use it before you enter the building.

# 2015 NSHMBA CONFERENCE & CAREER EXPO



October 8-10  
Chicago, IL **2015**



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# Agenda at a Glance

## Wednesday, OCTOBER 7 CONFERENCE DAY 1

### 11:30AM - 5:00PM

CAB Meeting and Lunch

### 2:00PM - 5:00PM

Registration

### 6:00PM - 9:00PM

CEO Reception & Dinner

\*By Invitation Only

## Thursday, OCTOBER 8 CONFERENCE DAY 2

### 7:00AM - 6:00PM

Conference Registration OPEN

### 7:00AM - 7:00PM

Volunteer Center OPEN

### 7:30AM - 3:30PM

Case Competition

Sponsored By: PepsiCo

### 8:00AM - 9:00AM

OPENING GENERAL SESSION

### 9:15AM - 10:30AM

Professional Development 1-A

Carmen Rive

Channeling Your Leadership

Potential

Sponsored by: Vanguard

### 9:15AM - 10:30AM

Professional Development 1- B

Mia Hairston/Lory Burgos/Alejan-

dro Rodriguez/Richard Conde

Sponsored By: Nationwide

Relationships Matter

### 9:15AM - 10:30AM

Professional Development 1- C

Brian Ramaker

Sponsored By: Edward Jones

Demystifying Investing

### 10:00AM - 6:00PM

Interview Center

### 10:00AM - 6:00PM

Career Management Center

### 10:45AM - 12:00PM

Professional Development 2- A

Juan Miranda

Sponsored by: Federal Reserve

Becoming a Strategic Leader

### 10:45AM - 12:00PM

Professional Development 2- B

Ana Aguirre

Sponsored by: Nationwide

From Debt to Financial

Freedom

### 10:45AM - 12:00PM

Professional Development 2- C

Manny Matinez

Separating Myths from Truths: The

Story of Investing

### 12:15PM - 1:45PM

Thursday Luncheon

Sponsored By: Nationwide

### 2:00PM - 3:15PM

Professional Development 3 - A

Fernando Rosario

Sponsored by: Accenture

Strategic Leadership

### 2:00PM - 3:15PM

Professional Development 3 - B

Ana Aguirre

Sponsored by: Nationwide

From Debt to Financial Freedom

### 2:00PM - 3:15PM

Professional Development 3 - C

Rod Colón

Own Your Own Career: Latino

Leaders for the 21st Century

### 3:00PM - 4:00PM

Company Information Sessions

### 3:30PM - 5:00PM

Chapter Officer Leadership

Training

### 5:00PM - 6:30PM

IGNITE/Scholars

Networking Reception

Co-Lead Sponsor: Accenture

### 7:00PM - 9:00PM

Corporate Networking

Reception

## Friday, OCTOBER 9 CONFERENCE DAY 3

### 7:00AM - 6:00PM

Conference Registration OPEN

### 7:00AM - 6:00PM

Volunteer Center OPEN

### 8:00AM - 6:00PM

Interview Center OPEN

### 8:00AM - 6:00PM

Career Management Center

OPEN

**8:30AM - 9:30PM**

FRIDAY BREAKFAST

Sponsored by: DELL

Keynote Speaker: Edward James Olmos

We're All in the Same Gang

**9:00AM - 12:00PM**

EXPLORE Program

(High School)

**9:45AM - 10:00AM**

Ribbon Cutting Ceremony

**9:45AM - 4:00PM**

IGNITE Program

**10:00AM - 12:00PM**

Career Expo OPEN

**10:00AM - 5:00PM**

Entrepreneur/Franchise Expo

**11:00AM - 12:00PM**

Company Information Sessions

**12:00PM - 1:30PM**

Friday Luncheon

Sponsored By: Johnson & Johnson

Keynote Speaker: Alex Gorsky, Chairman & CEO of Johnson & Johnson

**2:00PM - 6:00PM**

Career Expo

**3:00PM - 4:00PM**

Company Information Sessions

**3:00PM - 4:30PM**

NSHMBA Rally

**8:00PM - 12:00AM**

Noche De Los Muertos

Diageo Presents the NSHMBA

After Party

\*Private Event by Invitation Only

**Saturday, OCTOBER 10  
CONFERENCE DAY 4**

**7:00AM - 3:30PM**

Volunteer Center OPEN

**8:00AM - 3:30PM**

Conference Registration OPEN

**9:00AM - 2:00PM**

Career Management Center

**10:00AM - 10:30AM**

IGNITE Student Check-In

**10:00AM - 12:00PM**

Career Expo

**10:00AM - 4:00PM**

Entrepreneur/Franchise Expo

**10:00AM - 5:00PM**

Interview Center

**12:00PM - 1:30PM**

SATURDAY LUNCHEON

Women's Leadership Network

Sponsored By: Bank of America

\*Expo Floor Closed

**2:00PM - 4:00PM**

Career Expo OPEN

**3:00PM - 3:30PM**

IGNITE Student Check-Out

**6:30PM - 12:00AM**

NSHMBA Gala & Brillante Awards

Sponsored By: Ford

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“On behalf of the NSHMBA Chicago Chapter, its board, committees and members, welcome to Chicago. We are honored to be the Host Chapter of this year’s conference and all of its attendees. We’re sure you’ll enjoy all the sights and sounds of the Windy City!”

**Debbie Cortez**  
Chicago Chapter President

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Kimberly-Clark Corporation  
L'Oreal USA  
Leadership for Educational Equity  
Liberty Mutual Group  
Lincoln Motor Company  
Lockheed Martin  
M&T Bank  
Marriott International  
Mars North America  
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Microsoft  
Nationwide Insurance  
NextEra Energy, Inc.  
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Kellogg School of Management  
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# NSHMBA Chapter President Bios

Leadership begins at home, your home.



David Berdugo

## Atlanta - David Berdugo

Mr. David Berdugo has over 15 years of experience in the banking industry providing professional advice to business and personal clients. Currently a Relationship Manager for Community & Southern Bank, he helps a diverse range of companies manage their operational risk. He is passionate about helping business owners increase cash flow, reduce cost and prepare for market fluctuations.

David enjoys biking and training for triathlons. He has also taken flying lessons at McCollum Airport and wishes to one day be a licensed pilot.



Austin L. Xavier Cano

## Austin - L. Xavier Cano

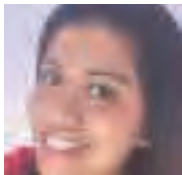
L. Xavier Cano graduated from the University of Houston with a degree in Industrial Engineering in 2004 and from the University of Texas at Austin with his MBA in 2010. Xavier is a certified Project Management Professional, Six Sigma greenbelt, and currently works as a process design consultant for Bank of America. Additionally, he is the president of Innovative Resume Consulting LLC, where he provides professional development coaching under the alias of The Resume Whiz™.



Luis Thompson

## Bakersfield - Luis Thompson

Luis attended California State University-Bakersfield, where he received a Bachelor's in Business Administration MGMT. He then went on to pursue his MBA at California State University-Bakersfield. He is currently the Director of Operations at SJV Quality Cotton Growers Association.



Emeli Valverde

## Boston - Emeli Valverde

Emeli Valverde, born in Nanagua, Nicaragua and raised in Boston, MA, has more than 10 years of professional experience in the health care and educational sector.



Debbie Cortez

graduated with her first master's degree in 2007 and in 2014 earned her second master's degree from Boston College. A year ago, Emeli transitioned to a new position and is currently serving as the Director of Recruitment and Admissions at a private school.

## Chicago - Debbie Cortez Conference Host City

Debbie Cortez attended DeVry University and graduated in July 2005 with a Bachelor of Science in Accounting and subsequently received an MBA from Keller Graduate School in 2007. She has been working at Aon for the past 17 years and is currently the co-chair for the Latino ERG. She is President of the NSHMBA Chicago Chapter. Ms. Cortez is an adjunct professor at DeVry University and is on the Industry Advisory Committee for DeVry University College of Business.

## Cincinnati - Jose Maria Contreras

José María, a native of México, is an experienced Strategist and Team Builder with 20+ years of progressive and increased responsibility in the CPG and Pharmaceutical industry. He has worked for Procter&Gamble and Warner Chilcott in the Health, Beauty, Fabric&Home Care, Baby, Feminine, Pharmaceuticals, and Grooming businesses. He currently leads Gillette's Global Shave Chemistry operational strategy and innovation and is actively involved in P&G's recruitment. During the 2014 calendar year, Jose served on the board for Cincinnati's NSHMBA chapter.

## Cleveland - Claudia Silvana Ochoa

Claudia Silvana Ochoa is a bilingual Business Development Manager for Cleveland International Fund, a private equity fund focused in bringing foreign investment to Cleveland. Ms. Ochoa was born in Bogota, Colombia, where she completed

her Law Degree at Universidad Nacional and worked in the government sector.

She is an alumnae of Cleveland State University, where she studied a Master in Business Administration. She is passionate about volunteerism, education, and has been involved with different non-profit organizations in the Cleveland Area. Currently, she is the President of the National Society of Hispanic MBAs Cleveland Chapter (NSHMBA), working to enhance the opportunities for Hispanic and business professionals to attain leadership positions, career advancement and access to higher education.

## Columbia - CIF Lorenzo Bocanegra II

Lorenzo Bocanegra II received his Bachelors in Business Administration specializing in Management from Texas A&M, College Station, in December of 1998. He currently serves as a Senior Specialist-Technical Process / Quality Manager at AT&T for their North/South Carolina Wireline Construction. He has part of the AT&T family for 14 years. While working at AT&T, he received his M.B.A. in Management from the University of Texas-Pan American in Edinburg, TX, in December of 2004. In December of 1998 I proudly received my Bachelors in Business Administration in Management from Texas A&M in College Station.

## Columbus - JJ Perez

JJ Perez is a Director of Client Services for Nationwide. Prior his current role, JJ served as an attorney in General Counsel and a Strategy Consultant in Corporate Strategy at Nationwide. He earned his Juris Doctorate from Hofstra University School of Law with honors, on a full tuition scholarship. Before law school, JJ double majored in Computer Information Systems and Business Administration at Lee University and worked for a start-up software company.



Jose Maria Contreras



Claudia Silvana Ochoa



JJ Perez

## Connecticut - Marco Irizarry

Marco is the current Connecticut chapter President of the National Society of Hispanic MBAs (NSHMBA). He has been a member since 2007 and involved in NSHMBA board positions since 2009. Marco previously was Manager Diversity Initiatives at Travelers Insurance where he lead Travelers employee resource groups from start up to over 7000 members. Marco also was the diversity consultant to Travelers business groups. In addition to his diversity positions, Marco has held other roles in the insurance/financial services industry including financial compliance manager and executive staff assistant.

## Denver - Gustavo "GUS" Barajas

Gustavo "Gus" Barajas is a Certified Supply Chain Professional, Project Manager, Industrial Engineer, and a Lean Change Agent. Gus is a results-driven nonprofit volunteer leader with over 20 years of experience developing innovative programs that serve Hispanic populations like SHPE, PLAO, and NSHMBA. Gus is deeply committed to improving the lives of Hispanic K-18 students with minority or low-income challenges. Gus has a proven ability to provide team leadership, driving performance, program improvement and quality initiatives.

## Detroit - Sergio Patiño

Sergio attended Universidad La Salle, A.C., where he received a Bachelor's of Computer Systems Engineering. He then went on to pursue his MBA at the University of Dallas. He is currently the PC Renewal at Ford Motor Company.

## DFW - Candelario Cervantez

Candelario Cervantez is an operations and strategic planning executive with over 10 years of non-profit expertise. He has served on a number of boards related to healthcare, K-12 initiatives, and higher education.

Currently, he is the Director of Commodity Management on the National Procurement Team at Teach For America. Candelario is committed to opening educational and advancement opportunities to historically underrepresented and under-served minority populations.

## El Paso- Mark Castillo

### Houston - Sandra Estrada

Sandra Estrada has contributed with multiple process improvement and change management projects for GE Engineering process in the Aviation, Energy and Oil and Gas industries, resulting in margin growth. Sandra holds a MBA from the University of St. Thomas a Bachelors in Aerospace and a MSc in Mechanical Engineering. She has enthusiastically volunteered for the Houston Chapter since 2009. Sandra has been instrumental in increasing chapter scholarship awareness, built local relationships with accredited business schools, increased member engagement.

## Indianapolis - Ronnie Vidaurre

Ronnie Vidaurre attended Indiana University, Bloomington, IN, and earned a Bachelor of Science in Business specializing in Distribution Management and International Business from the *Kelley School of Business*. Ronnie began working at Corporate of America before making the decision to attend graduate school which he completed in 2009 with a Master of Business Administration focused in Management. Ronnie is now a Director of Operations and International Sales and enjoys traveling around the world while working.

## Kansas City - Laura Alvarez

Laura joined NSHMBA in 2013 while completing her Master's of Science in Organizational Leadership. She began as an events chair and worked her way up to Vice President and later became President. With a dedication to the mission of NSHMBA, she has engaged and grown a productive board bringing to the Midwest the first Return on Investment seminar.

She shares the development of leadership by encouragement and inspiration and believes in providing access through higher education and giving back.

## Los Angeles - Don Sutton

Don Sutton is the Owner/Broker of *On Your Block Real Estate International* and equity owner in two other businesses in the Southern California area. He served as the previous President of United Latino Students, an undergraduate Latino/Hispanic Business Student non-profit.

A well known real estate success coach and trainer, Don specializes in educating realtors on building a successful business that guarantees long term success.

Don mentors DREAM Act students, is an avid crossfitter, tennis, soccer player, and writes novels.

## Louisville - Diana I. Román-Negrón

Diana I. Román-Negrón has been the President of the Louisville Chapter since December 2013. She worked for the Department of the Army for 18 years and recently transferred to work for U.S. Census Bureau as the Chief, Employee Development, Benefits and Services Section. Diana attended Columbia College and obtained a Bachelor of Science in Business Administration and attended Walden University graduating with dual MBAs specializing in Human Resources and Knowledge Management & Learning.

## Milwaukee - Luis Ayala

Luis attended University of Wisconsin where he received a Bachelors in Accounting. He then went on to pursue his MBA at the University of Miami. He is currently the CI Finance at Harley-Davidson Motor Company.

## Minneapolis St. Paul - Karen Flores

As of 8/25, Karen was elected to the National Board of Directors (Augusto Perez to complete Karen's term as President). Karen Flores is a Product Director at Optum, a United Health Group company. Prior to



Marco Irizarry



Gustavo Gus Barajas



Sergio Patiño



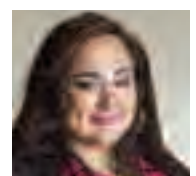
Candelario Cervantez



Sandra Estrada



Ronnie Vidaurre



Laura Alvarez



Don Sutton



Diana I. Román-Negrón



Luis Ayala



Karen Flores

joining Optum, she was a recruiter for an executive search firm in Minneapolis-St. Paul and also held a district manager position with an international retailer. Karen joined NSHMBA in 2008 and is currently the President of the Minneapolis-St. Paul Chapter. Karen holds an MBA from the University of Minnesota. She lives in Minnesota with her husband Ryan and daughter Sofia.



Ramón de la Cruz

### New Jersey - Ramón de la Cruz, JD MBA Chapter of the Year

Ramón de la Cruz, JD MBA is the president of the New Jersey Chapter of the National Society of Hispanic MBAs (NSHMBA). Ramón has served 4 years on the New Jersey Chapter Board of Directors - as Marketing V.P., Treasurer and Executive V.P. - which has earned three Chapter of the Year recognitions during the last 4 years. Ramón handles internal compliance and legal matters at the New Jersey Turnpike Authority and recently earned his MBA from the Ross School of Business, University of Michigan..



Matthew Duran



Alain Espinosa

### New Mexico - Matthew Duran

Matthew Duran attended New Mexico State University and graduated in 2010 with a Bachelor of Science in Mechanical Engineering. After college, Matthew began working at Intel Corporation and attending gradate school at the University of New Mexico. In 2013, Matthew graduated with a Dual Master of Engineering focused in Manufacturing Engineering and a Master of Business Administration focused in Management of Technology. Matthew is now an Account Manager at Hewlett Packard.



Laura Mather



Marcelo Spagnolo

biking during his spare time. His favorite read is the monthly issue of HARPER'S Magazine. He is also quite active in the local community serving on the board of the National Society of Hispanic MBAs NY Chapter. He is looking forward to meeting NY Chapter members at our upcoming NSHMBA events.

### Orange County - Laura Mather

Mrs. Mather has over nine years of commercial lending experience managing companies with revenues ranging from \$20 million to \$400 million. In 2014, she graduated from the Latina Global Executive Leadership Program hosted by USC Marshall's School of Business. Mrs. Mather earned her MBA from the Paul Merage School of Business, University of California - Irvine, The Paul Merage School of Business and her Bachelor's degree from Mount St. Mary's University. She loves playing golf with her husband or running.

### Oregon - Marcelo Spagnolo

Marcelo attended University of New Mexico where he received a Bachelor's of Arts degree. He then went on to pursue his MBA at Portland State University. He is currently the Education Account Manager at Intel Corporation

### Orlando - Sandra Palacios

Sandra Palacios has an MBA in marketing and over 10 years of marketing experience. She has had the opportunity to work with companies including Walt Disney World and the Golf Channel. Her extensive skill set include strengths in brand marketing management, organization, relationship building and multi-channel marketing. These skills enable her to build relationships and partner with teams to drive projects forward.

### Philadelphia - Linda Barsik

Linda Barsik holds a Master's in Business Administration from Lehigh University. She's a dynamic problem solver whose commitment to local communities led her to launch and operate her own independent

consulting firm. Linda is highly enthusiastic about her community and consistently demonstrates the highest level of dedication to every project she on which she works.

### Phoenix - Angie Mortemore

With over fifteen (15) years of experience, Angie Amarillas Mortemore continues to serve Arizona communities. She is the Director of Business Development, with the Arizona Hispanic Chamber of Commerce, and serves as the President for NSHMBA, Phoenix Chapter. Angie earned her Master of Business Administration degree and continues to promote academic workshops by empowering students to fulfill their highest potential. She also serves on the board of the National Bank of Arizona and Adelante Healthcare Board of Directors.

### Puerto Rico - Javier Velez-Cruz

Javier is a young manager with a passion for numbers and taxes. Currently working as an Assistant Controller for a 9 store pharmacy chain, Javier also has over 6 years of experience in procurement and accounting in the Caribbean telecommunications industry. He has been on the Board of NSHMBA's Puerto Rico Chapter since 2011, serving as Treasurer and EVP. He also served on the board of the Puerto Rico National Choir from 2005 until 2010.

### Rio Grande Valley - Gabriela Sosa

Gabriela Sosa is the Public Relations and Marketing Coordinator for TMAC South Texas, a UTPA/UTRGV center dedicated to provide training, coaching and project implementation to the manufacturing and maquiladora sectors at the US-Mexico border in the Rio South Texas Region. With over 8 years of professional experience, Gabriela has managed to combine her engineering background with her passion for Marketing and PR.



Sandra Palacios



Linda Barsik



Angie Mortemore



Javier Velez-Cruz

## Rochester - Iveth Reynolds

Iveth received a Bachelor's Degree from Fordham University and an MBA from the Simon School of Business. Iveth is an entrepreneur and leader with 20+ years experience in Recruiting, Staffing and Technical Project Leadership. Industry experience includes Information Technologies, Telecom and Financial Services. Iveth possesses Hands on Diversity and Leadership Development expertise. Currently, she is responsible for leading Tri-Mar as CEO. She previously served on the Board of Directors of LDA Life and Learning Services and Latina Unidas. Iveth has spearheaded and is responsible for bringing the Soy Unica.

## San Antonio - Leonardo Giron

Leonardo Giron is the recipient of the 2014 Oil & Gas Leadership Award and an International & Multicultural Entrepreneurial Executive, with over twenty-three years of experience in the oil & gas, technology and telecom industries. He specializes in the evaluation of value-creating opportunities, developing supply chain strategy in existing and new markets, managing mergers & acquisitions, business development projects, and joint ventures and partnerships on a global basis. Leonardo is a strong public speaker with outstanding communication and presentation expertise. He is recognized as a team player and demonstrated inclusive leadership.

## San Diego - Rene Brumfield

Rene Brumfield is an accomplished educator with over 15 years experience in the fields of Mathematics and Business at the university and high school levels in San Diego, CA. As an entrepreneur, he has founded Brumfield & Cohen, Scientific Consultants that provides various services to the scientific community locally and abroad. Mr. Brumfield is a graduate of San Jose State University with a B.S. in Aeronautical Science and Minor in

Business; he received his MBA from Ashford University.

## San Francisco - Allan J. Graves

Allan J. Graves is a seasoned executive who has led large organizations and small teams alike. He has a proven track record of growing revenue through strategic business planning and relationship management. Allan's charismatic approach and wealth of knowledge in business management has enabled him to be a successful entrepreneur time and time again. He currently runs his own business and still manages to find time to teach college courses. He earned a BA in International Political Economy from San Francisco State University and an MBA from the University of San Francisco. When he's not working, Allan can be found volunteering in his local community, or challenging himself in 10ks and triathlons.

## San Jose - Claudia Mercado

Claudia Mercado is passionate about accelerating organizational business growth and is committed to improving political and economic parity for all communities. Currently, Mercado is serving as a Public Board Member at the Osteopathic Medical Board of CA.

In addition, Mercado is currently a fellow at the Latino Board Leadership Academy and an Alumnae of the HOPE Leadership Institute. Mercado holds a Master of Business Administration from the Lorry I. Lokey Graduate School of Business at Mills College.

## Seattle - Carolina Montibelli

Carolina Montibelli, MSF, SSPS, co-owner of Cornerstone Financial Group, has specialized as a Financial Professional by obtaining a Master of Science in Finance and working in the corporate world and private sector as a Financial and Business Analyst over the last 15 years. Carolina has also earned the prestigious Social Security Plan Specialist designation. Carolina is also the president of National Soci-

ety of Hispanic MBAs (NSHMBA) Seattle Chapter.

## South Florida - Enrique Martinez

Mr. Martinez has a Bachelor Degree in Aerospace Engineering from the University of Michigan, a Master Degree in Mechanical Engineering from the University of Puerto Rico, and an MBA from Emory University. He served in the Army and later became a Strategic Advisor for the Pentagon and the Department of Intelligence. He currently lives in Miami with his son and works as the Director of Business for Latin America for one of the largest consulting companies.

## Tampa Bay - Rafael Castro

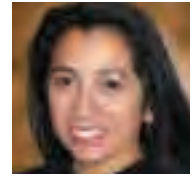
Rafi is the current President of the Tampa Bay Chapter. He has worked in Operations for Capital One, The Home Depot, Target and most recently Citigroup. A NSHMBA board member since 2006, Rafi has an MBA from the University of Florida (Go Gators!). Born and raised in Puerto Rico, Rafi is the proud son of Yapi y Chuchi, married to Dalia with three sons: Kyrstian, Rafael and Sebastian, and his and his Mini Schnauzer Coqui.

## WDC - Sandra Rivera

Sandra Rivera is the president of the Washington DC Chapter of NSHMBA. She works for the Environmental Protection Agency in the Office of Environmental Information as a program manager and as EPA's Hispanic Employment Program Council Chair. Sandra has a MBA from Trinity Washington University and a BS in International Business Management from the University of New Haven. She is a dual mixed Latina of Colombian and Puerto Rican descent and lives in Washington, DC.



Gabriela Sosa



Iveth Reynolds



Lenonado Giron



Rene Brumfield



Allan J Graves



Claudia Mercado



Carolina Montibelli



Enrique Martinez



Rafael Castro



Sandra Rivera

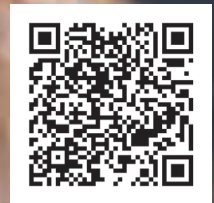
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MBA candidates can submit resumes at the ExxonMobil booth on Friday, October 9 or apply online at [www.exxonmobil.com/apply](http://www.exxonmobil.com/apply); click on "Search Openings" and search for "NSHMBA" to submit an application.

ExxonMobil will be hosting a Corporate Information Session on Friday, October 9 at the McCormick Place in Chicago, IL from 11:00 a.m. to noon.

Visit us at Booth #2513



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# SAVE THE DATE

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Henry B. Gonzalez Convention Center  
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