Most Powerful LATINAS

Women of ALPFA™

2021 SUMMIT AGENDA
Opening Remarks

Damian Rivera
Chief Executive Officer, ALPFA

Megan Hogan
Chief Diversity Officer, Goldman Sachs

ALPFA is honored to showcase the 2021 top 50 Most Powerful Latinas and the 2021 MPL Hall of Fame list. Join us as the MPLs empower us with knowledge, inspire us with their stories, and chart a course for us to stay connected as we drive positive impact in our careers, our communities, and our families.

The Latina Annual Report

Ana Valdez
Executive President, Latino Donor Collaborative

Megan Hogan
Chief Diversity Officer, Goldman Sachs

Sofia Santos
Managing Director, Head of Consumer Strategy & Enterprise Financial Planning
Bank of America

Join three MPLs as they share their unique economic perspectives and set the framework for the 2021 Summit. Ana Valdez will present the 2021 Latino GDP Report, paying special attention to data concerning Latinas. Megan Hogan and Sofia Santos will join Ana for a conversation, sharing their perspectives on Latina consumer power and discussing the Latina labor market.
10:00AM CT
(General Session)

**Investing in Latinas**

**Nellie Borrero**  
Managing Director, Senior Strategic Advisor - Global Inclusion & Diversity, Accenture

**Carolina Cardoso**  
Inclusion and Diversity, Global Client Market Lead, Accenture

**Yesenia Reyes**  
Strategy and Consulting Leader, Accenture

ALPFA is pleased to present the Rising Stars list, highlighting Latinas who were identified by their companies as high-potential contributors on a pathway to becoming an MPL one day. Nellie Borrero has been advocating for and investing in Latina talent longer than anyone else. She’s here to talk to us through the value of the Latina, show us the business case, and educate us on how we can all be investing.

10:00AM CT
(MPL Session)

**MPL Partnership with Latino Corporate Directors Association (LCDA)**

**Esther Aguilera**  
President and Chief Executive Officer, Latino Corporate Directors Association

**Ofelia Kumpf**  
US Field Vice President, McDonald’s

**Damian Rivera**  
Chief Executive Officer, ALPFA

ALPFA and LCDA are excited to announce a new partnership to provide board readiness training via the BoardReady Institute, corporate board insight, executive leadership, and exclusive related programming for the Most Powerful Latinas. There are currently 9 MPLs serving on corporate boards and this partnership is a pathway to growing that number. Esther Aguilera will present the plan and Ofelia Kumpf will share how her connection with LCDA was instrumental in her goal of becoming a corporate director.
Exploring the Future of Hispanic Wealth

Julia Navarro
Vice President, Strategic Growth Markets

Sara Rodriguez
Chief Executive Officer, Titan and President, NAHREP

In order to understand how we can build wealth, we have to understand the stories and narratives that drive our financial decisions. Join Merrill Lynch for a discussion on their recently released 2021 Report on Diverse Viewpoints: Exploring Wealth in the Hispanic/Latino Community. Especially relevant to future wealth creation is real estate; 52% of new mortgages are taken out by Latinos. Sara Rodriguez presents The State of Hispanic Wealth Report and explains why she said, "Investing in community is how we stimulate economy."

Becoming a Source: Testifying in Front of Congress and Speaking as an Expert

Alia Fierro
Senior Policy Staff, U.S. House Financial Services Committee

There is a need and an initiative to have more diversity amongst those called upon to speak as experts in Congress. This panel will explore the Congressional Committees seeking experts, discuss why it is important to the Latino community, things to consider, and provide a pathway to getting on witness lists.
Community Engagement and Connection: The Keys to Positive Impact

Marcela Aldaz-Matos
ALPFA Board Chair and Managing Director, Surfside Capital Advisors

Cristina Lopez
Vice President Diversity and Inclusion, Village MD

ALPFA is honored to present the 1st annual Latinas to Watch list, built of Latinas who are superstars in their careers and who have shown outstanding commitment to their community, especially to ALPFA. We thank you for all you are doing for so many. Join this panel for a conversation about the systemic inequality we can overcome when we engage at a grassroots, community level. Staying connected is key and ALPFA is excited to announce quarterly MPL Town Hall meetings to continue the conversation and continue to drive positive impact. Learn more here.

Closing Remarks

Marcela Aldaz-Matos
ALPFA Board Chair and Managing Director, Surfside Capital Advisors