

The background consists of several overlapping geometric shapes. A large pink triangle is on the left, pointing towards the top right. A purple triangle is in the upper center, pointing downwards. A cyan triangle is on the right, pointing towards the top left. Black shapes fill the remaining spaces between these colored triangles.

THE
ALUMNI
SOCIETY

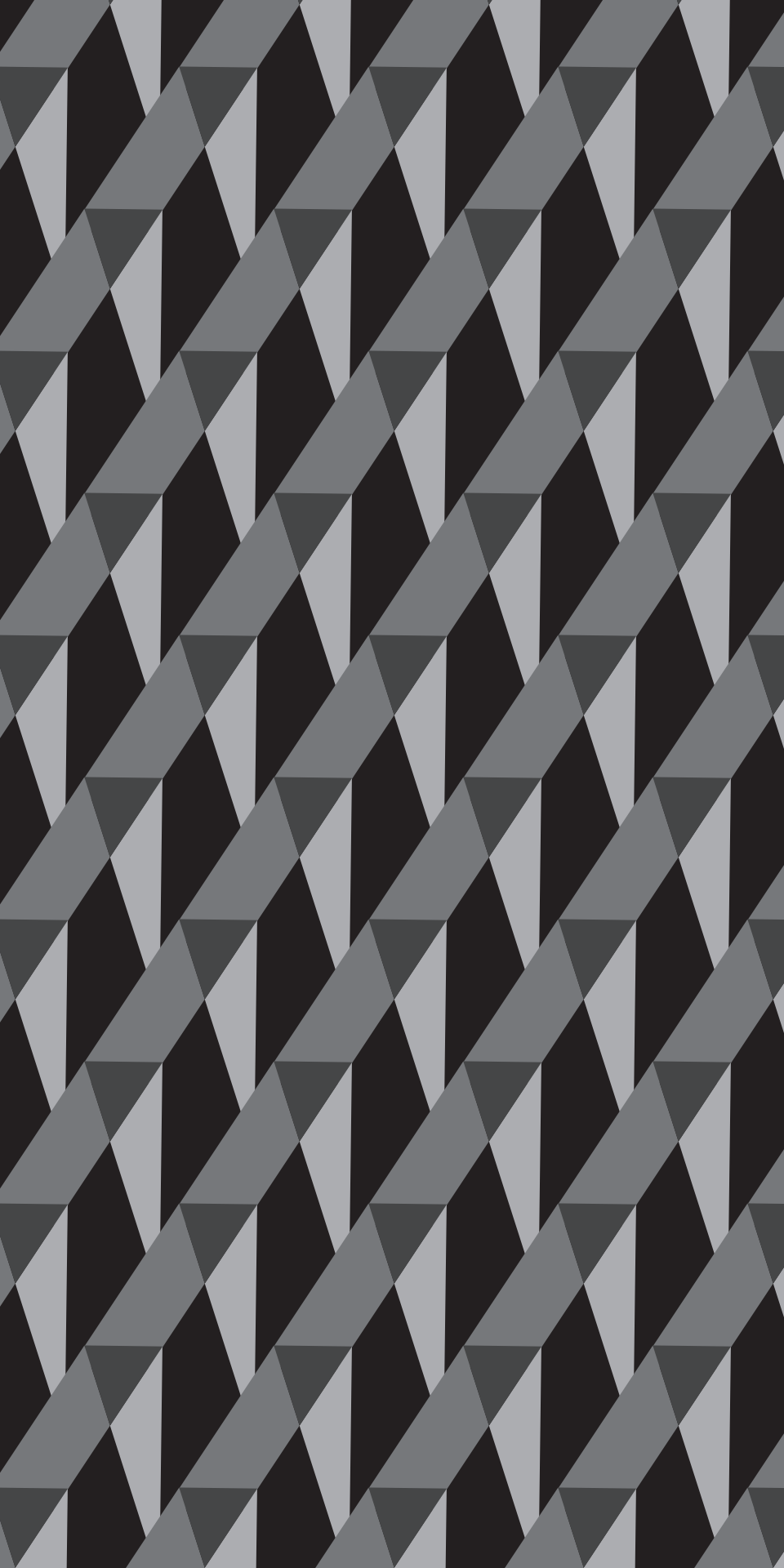




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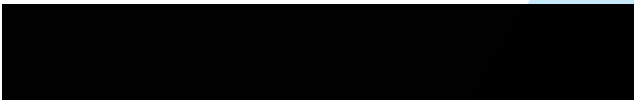
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PEDRO PIZARRO

Edison International
Harvard



FROM
- the -
CEO



Each year, The Alumni Society highlights a group of exceptional members

in our annual publication, and we call them the annual “class.” This year, you’ll meet the class of 2017, but they could also be collectively called the class of achievement; the class of impressive career accomplishments; or the class of people who respect their roots while looking toward their future.

We call this group a class because they all share many characteristics: they graduated from top-tier universities, they’re Latino, and they’ve reached the executive level and beyond. But they also share an affinity for connection; an understanding that as Latinos in the business sector, we’ll go further together; and a desire to share their stories, because

through sharing, they empower others to do the same.

When we launched The Alumni Society in 2015, our focus was to create a platform for the most distinguished Latinos in the country to network in the hopes that by facilitating these relationships we could more effectively help each other advance and, as a result, elevate Latino leadership in corporate America. This publication is a physical manifestation of that network.

Our 2017 publication’s focus is on elevating your personal stories. We believe that sharing and hearing each other’s stories will help connect us and give us the tools to grow ourselves. Our stories—*your stories*—give hope, inspiration, and motivation to others to take charge of their lives and create their own stories.



PEDRO GUERRERO

Cofounder & CEO

The Alumni Society

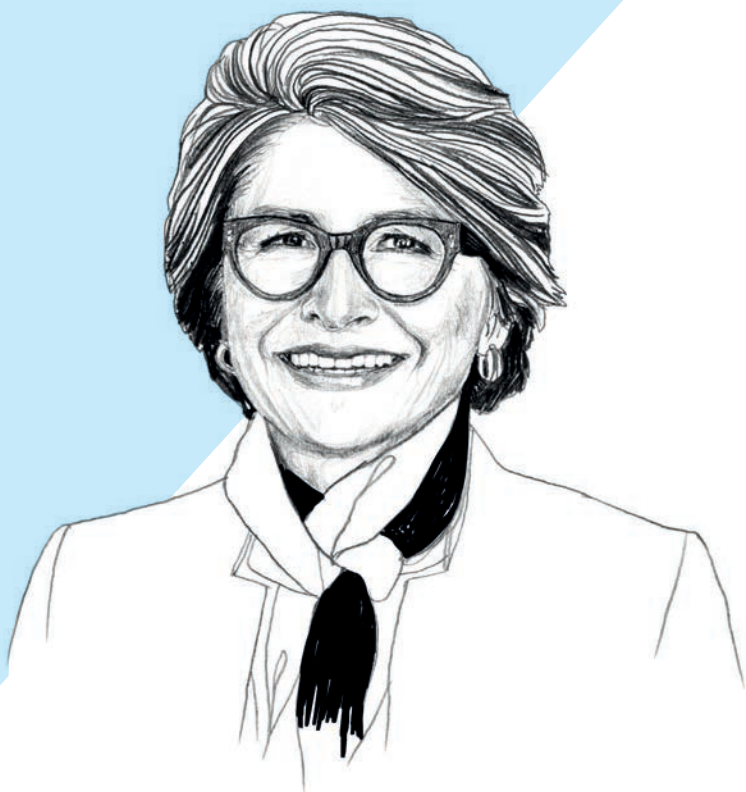




**CLASS OF
2017**

SYLVIA ACEVEDO

CEO
Girl Scouts of the USA



Alma Mater
STANFORD

When Sylvia Acevedo was in fourth grade, her teacher showed her a photo of Stanford's campus. She was awestruck by the university's historic sandstone quad: Romanesque buildings with red-tiled roofs set against a backdrop of green, northern California foothills. At that moment, she decided she would go to Stanford. And she did. After earning a bachelor's from New Mexico State University, she went on to earn a master's from Stanford. But none of this would have been possible without the Girl Scouts of the USA.

Acevedo credits her time as a young Girl Scout to changing her life; her troop provided her with the tools and experiences that gave her the confidence and drive to be a leader and pursue her goals. And it was that same foundation of leadership skills that propelled her from Stanford to achieving another one of her dreams: becoming a rocket scientist.

"Working at NASA's Jet Propulsion Laboratory in Pasadena, California, was a huge achievement," Acevedo says. "I had grown up with NASA and was fascinated by it since I was a young Girl Scout. Working at JPL when the Voyager 2 was sending back images of Jupiter and its moons, Io and Europa, still thrills me to think about to this day."

"I had grown up with NASA and was fascinated by it since I was a young Girl Scout."

After leaving NASA, Acevedo was fortunate enough to be in the Bay Area during the tech boom, and she held prominent positions at IBM, Autodesk, and Dell. Fittingly, she is now the CEO of Girl Scouts of the USA after sitting on its board of directors from 2009 to 2016. As a lifelong Girl Scout, she says it's her responsibility for having an idea, vision, mission, and strategy for the organization and for making sure Girl Scouts gets the resources it needs to achieve that vision.

STEM'S IMPORTANCE

Promoting education has been central to Sylvia Acevedo's career. In fact, she has been a member of the Stanford Alumni Association's Board of Directors and the President's Advisory Commission on Educational Excellence for Hispanics, chairing its Early Education Subcommittee. Now, as CEO of Girl Scouts of the USA, one of her missions is to promote science, technology, engineering, and math (STEM) education in young girls.

"In today's world, for the United States to remain competitive, we need a workforce that doesn't just use technology but also knows how to program, code, create, and design technology," she says. "With millions of jobs that are unfilled because of a mix and match in skill sets, US girls are an untapped resource. Girl Scouts is committed to developing a STEM talent pipeline of millions of Girl Scouts who can provide the skills and expertise that our country needs."

Acevedo is so passionate about STEM that she has even designed her own Girl Scout patch, which includes images of Jupiter, pi, stars, a rocket, and the symbol for sigma, symbolizing the summation of numbers.

VICTOR ARIAS

Senior Client Partner
Korn Ferry International



Alma Mater
STANFORD

For more than fifteen years, Victor Arias sat on the board of directors for Popeyes. It was a prestigious position that carried a lot of responsibility, but Arias sees it as being much more significant.

“It’s very difficult to get elected, and many executives would like to get on corporate boards,” he says. “It’s really a hot area, but to be truthful, the playing field has not been level in terms of having the appropriate representation. The representation on corporate boards in the past ten years has slightly improved, but not much.”

“I’ve been blessed to be a really good networker, and I really value those relationships. That’s really worked well for me as I transitioned to executive recruiting.”

It’s for that reason that Arias has built his career on networking and advocating for Latino inclusion at the highest levels of corporate America. That led to his involvement as a cofounder of both the Latino Corporate Directors Association, and the National Society of Hispanic MBAs (NSHMBA), now Prospanica.

When NSHMBA was founded, Arias was working in Chicago, and he recognized the need for a network of Hispanic professionals.

“At the time, if I found anybody who looked Hispanic and professional with a suit on, I’d go grab them off the street, essentially,” he says. “Anyway, that’s how we built and grew NSHMBA.”

Since then, Prospanica has grown to include more than 29,000 members, and Arias has built his career on reaching out to people. In fact, his specialty is executive recruitment, and his network is invaluable in his role at Korn Ferry.

“I’ve been blessed to be a really good networker, and I really value those relationships,” he says. “That’s really worked well for me as I transitioned to executive recruiting because it’s about relationships.”

EL PASO ROOTS

Victor Arias was born in and grew up in El Paso, Texas, just across the border from Mexico. And being a second generation Mexican American, that experience was foundational for Arias.

“The border was very transparent,” he says. “We used to go across a lot. It was just very bicultural.”

During Arias’s childhood, his father worked at a furniture store on pure commission and also moonlighted at the railroad during graveyard shifts. He says his parents sacrificed a lot to encourage education and pay for him and his siblings to attend Catholic schools.

Following high school, Arias got a scholarship to attend his hometown college, the University of Texas at El Paso. Following graduation, he went on to earn an MBA at Stanford and built the career he has today, never forgetting his formative experiences of living just a stone’s throw away from the US southern border.

HUGO BARRA

VP of VR
Facebook



Alma Mater
MIT

Hugo Barra is a name that you probably want to know if you're in the tech world. He's been named one of the *Wired* 100, *Business Insider's* Silicon Valley 100, and *Época* magazine's most influential Brazilians.

After growing up in Belo Horizonte, Brazil, Barra began his college studies in Brazil at Universidade Federal de Minas Gerais but then transferred to MIT, where he earned a bachelor's and a master's degree in electrical engineering and computer science, as well as a bachelor's degree in management science.

In 2008, Barra joined Google in its London offices. During his nearly five-year tenure with Google, Barra contributed to the development of the Android operating system—expanding it to thousands of partners and more than one billion people around the world.

With teams devoted to research, computer vision, optics, social interaction, and more, Oculus is committed to driving the state-of-the-art technology forward through relentless innovation.

In 2013, Barra left Google for the executive team at Xiaomi in Beijing, where he led the company's global expansion strategy to markets beyond mainland China, such as India, Southeast Asia, and Brazil. In January 2017, Barra announced that he would be leaving Xiaomi to return to Silicon Valley, where his friends and family were.

Upon leaving Xiaomi, he joined Facebook as the vice president of virtual reality, leading the Oculus team. With teams devoted to research, computer vision, optics, social interaction, and more, Oculus is committed to driving the state-of-the-art technology forward through relentless innovation.

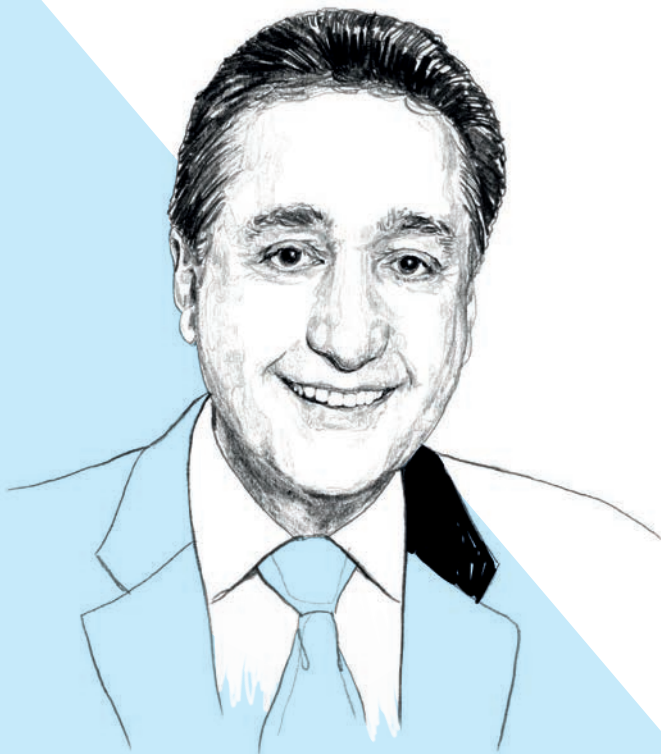
SOCIAL MEDIA SOCIALITE

Hugo Barra is pretty active on social media, with nearly 135,000 Facebook followers and more than 115,000 Twitter followers. On his social media accounts, he posts everything from articles about VR to promotional videos of projects he's working on to photos of outings with friends and family.

To see his social media, find his Facebook page at facebook.com/hbarra76 and his Twitter at [@hbarra](https://twitter.com/hbarra).

HENRY CISNEROS

—
Founder & Chairman
CityView



Alma Mater
HARVARD

Henry Cisneros lives in his grandparents' original house in San Antonio. In fact, he often works in his study, located in his grandfather's former bedroom. He lives there, not for financial reasons, but because it serves as a reminder of his mentors and more importantly because he cares about the community his family has been a part of for generations.

"My neighborhood is 95 percent Hispanic; I interface daily with recent arrivals," he says. "I see many of my interactions at the highest levels of American society through the prism of the Latino people with whom I live."

Cisneros reflects on his mentors when looking at his career. They include his grandfather, who emigrated from Mexico in 1926 to become an integral part of San Antonio's community; his father, who served in World War II and was involved in early Latino civil rights efforts; and Congressman Henry B. González. But he was truly inspired to pursue public service in 1968—a watershed moment in US history that saw the assassinations of Martin Luther King Jr. and Robert F. Kennedy, Vietnam War protests, and the civil rights movement.

"It occurred to me that our country needed some serious work, and I made the decision to do my part," he says. "All of my studies shifted to the area where I thought I could make a difference: cities—the problems of the nation's urban areas, and the people who live in them."

Throughout his career, improving cities has been central to his career, from his time as the mayor of San Antonio through his time as the Secretary of Housing and Urban Development and into his career in the private sector.

Now with CityView, he is continuing his mission to improve urban centers, this time by building new residential projects and raising capital for other projects through Siebert Cisneros Shank.

"The work that I do today is a continuation of what I tried to do as mayor and at HUD in terms of opportunities for people to live better in decent homes and through infrastructure projects that advance the city at large," he says.

READING LIST

In his personal time, Henry Cisneros has a few priorities. He enjoys listening to classical music, he hates missing his grandchildren's athletic events, and he tries to work out daily.

"It doesn't come quite to every day, but I usually get in twenty-six days each month," he says. "It doesn't have to be a long workout, but some weight lifting or some running or walking every day. That, I find, brings me great peace and relaxation."

However, outside of the challenge of exercising nearly every day, he has embarked on a new ambitious endeavor: to read all one hundred books on the *New York Times* list of the best books of the twentieth century.

One of his favorites so far is Wallace Stegner's novel *Crossing to Safety*.

"It is a book about normal daily life, but it helped me understand how our society has evolved by understanding how people think and how various times in American history have impacted people and their thoughts."

His daughter, Teresa, gave him the book for Christmas. She majored in English at Yale University, and Cisneros says he takes his reading cues from her.

JULIE ANN CROMMETT

VP, Multicultural Audience Engagement
The Walt Disney Studios



Alma Mater
HARVARD

This November, Pixar is releasing *Coco*, a film set in Mexico following a young boy as he pursues his musical dreams. For Julie Ann Crommett, The Walt Disney Studios' vice president of multicultural audience engagement, it's a project that she's especially excited about.

"As a Latina, I am particularly proud of *Coco*," she says. "Being Latina is all I know how to be, and with that, I am so grateful for the perspective it has afforded me. In my work, I am constantly looking at creative work from multiple viewpoints."

"Being Latina is all I know how to be; I am so grateful for the perspective it has afforded me."

Another reason she connects with it is because it tells the story of child following his dreams of a career in entertainment, not unlike herself.

"I've wanted to be in entertainment since I was five years old," she says. "During childhood, I studied acting and then switched to production when I was in college. I loved having influence over a creative project, from start to finish."

Growing up in the suburbs of Atlanta, she envisioned going to Yale. However, when it came time to go to college, the city of Boston won her over, and she decided to attend Harvard.

Upon graduation, Crommett began her career as Pixar's production intern, working on the *Wall-E* DVD and *Up* promos. Later on, she worked at NBCUniversal, managing behind-the-camera diversity programs. That eventually led to her becoming Google's entertainment industry educator in chief, leading efforts to diversify on-screen perceptions of computer science through storytelling. While at Google, she was recognized as *The Hollywood Reporter's* "Next Gen: 35 under 35." Now, her entertainment career is coming full circle as she returns to Pixar and The Walt Disney Studios.

DIVERSIFYING THE SILVER SCREEN

Outside of her work at The Walt Disney Studios, Julie Ann Crommett sits on the boards of the National Association of Latino Independent Producers and Women in Animation.

"Both organizations are making strides for inclusion and representation in media," she says.

To that end, Women in Animation, she says, is changing the animation industry by providing women more opportunities to create and tell stories. However, she doesn't think that the organization's effects will be limited to animation alone.

"By making animation more inclusive, we really help increase representation across the industry," she says.

How important is your heritage to your personal identity and career?

“My heritage is absolutely essential to my persona, both professionally and personally. I feel privileged to be born a Mexican American. I would not be here if it weren’t for a migrant worker named Salomon Sanchez who came over from Toluca, Mexico, in the 1940s.”

“First of all, I’m proudest to be an American. I have many identities as a husband, as a father, as a Democrat, as a Catholic, as a son. . . . The two proudest are to be an American and to be an American of Hispanic heritage. I see those things as completely compatible. I do believe we’re blessed to live in a country with the liberties and protections that the US affords. To bring the sense of contribution that Latinos can offer is right at the core of my identity.”



MANNY SANCHEZ
Sanchez Daniels & Hoffman LLP

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HENRY CISNEROS
CityView

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“Being Puerto Rican is very important to me. Culturally and spiritually, the Hispanic-Caribbean influence is with me always. I use Hispanic here specifically to make the connection to the history left behind by the Spanish settlers. There is a vibrancy and warmth to Caribbean culture, and I find that has helped me in building fast and easy relationships.”



LORNA HAGEN

OnDeck

P. 34

“I have always been proud of my Latina heritage and have fond memories of spending summers in Mexico City with my *Abuelita, tias, tios, and primos.* For most of my life, it made me feel different, and admittedly, there were times when I didn’t know where I fit in. But as I matured and gained confidence, I learned that difference is something to be celebrated rather than hidden.”



ANITA ORTIZ

Viacom

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DIANE CRUZ-BURKE

Chief Operations Officer, Legal
Eli Lilly and Company



Alma Mater
HARVARD

While she was growing up in Knox, Indiana, Diane Cruz-Burke's father operated a small business, and like any small business owner, he often had to deal with lawyers and accountants. Taking that into account, he encouraged his daughter to pursue a career in law.

"He said he needed a lawyer he could trust," Cruz-Burke says. "He also suggested I have a solid back-up plan, perhaps something in business."

She did both, earning a degree in accounting from Indiana University and a JD from Harvard Law School. Since then, her parents' work ethic has inspired her to have a prosperous career.

"That motivated me. I knew I had more opportunity than they had; they came from very humble beginnings."

"My parents worked really hard, but we never lacked for things," she says. "I saw how hard they had to work to achieve what they had and saw how that was different from even extended family. That motivated me. I knew I had more opportunity than they had; they came from very humble beginnings."

Upon earning her JD, Cruz-Burke began her legal career in Indianapolis at Barnes & Thornburg. Three years later, she accepted an in-house counsel position at global pharmaceutical company Eli Lilly and Company, also based in Indianapolis. Since joining Lilly in 1994, she's moved up to become the chief operations officer for the legal department, and she's become an integral part of the Indianapolis community and a champion of diversity at Lilly.

In addition to supporting several community-based nonprofits, she has served as president of the Organization of Latinos at Lilly, and she received Lilly's inaugural Diversity and Inclusion Community Champion Award in 2013.

IF YOU HELP ONE CHILD

One of Diane Cruz-Burke's primary focuses in her philanthropy work is youth education and coaching. Currently, she says that one of her biggest commitments in that realm is serving on the board of the Providence Cristo Rey High School, a college-preparatory school in Indianapolis that serves financially underprivileged students.

"I love working with that population of at-risk students and families," she says. "I deeply believe that if you help one child, you've helped a family and a community."

Outside of her involvement with Providence Cristo Rey High School, Cruz-Burke says she has a lot of relationships with family members, kids of friends, and young people in the community in which she serves as a mentor, advisor, and life coach.

"I like to help people make connections with others and expose them to opportunities and ideas that will help them formulate or move closer to achieving their dreams," she says.

JOEL DE LA GARZA

VP of Operations Security
Box



Alma Mater
STANFORD

While growing up in McAllen, Texas, Joel de la Garza was fascinated with the Atari video game Pong. In fact, if he hadn't played the game, he might not be where he is today.

"That began my life-long love of technology and innovation," he says. "It was amazing to me, very early on, that tech was only limited by our imagination."

Since then, he's built his life and career around technology. After graduating high school, he went on to study computer science at Stanford University with coursework at Princeton. He has since built a career focused specifically on cybersecurity, working as the security services manager at Securify, global head incident management at Deutsche Bank, head of security architecture and engineering for the global consumer business at Citigroup, and then director of cyber intelligence at Citigroup.

"It was amazing to me, very early on, that tech was only limited by our imagination."

In his first position at Citigroup, de la Garza was responsible for all information security technology for the global consumer business, which covered more than 150,000 employees and hundreds of millions of customer accounts. At his next position at Citigroup, he was responsible for identifying emerging threats, developing both tactical and strategic responses to those threats, and managing any security incidents that occurred. In February 2013, he transitioned to his current role at Box.

Since it was founded in 2005, cloud storage company Box has grown to include more than 41 million users and 74,000 businesses—including 59 percent of Fortune 500 companies. Today, de la Garza oversees cybersecurity for the entire organization, which he says is under constant review by the US Department of Defense to ensure the company is maintaining the highest level of security possible.

SECURITY IN THE AGE OF THE CLOUD

If you want insight into the future of cybersecurity, look no further than Joel de la Garza. He writes posts for Box's blog, and he even contributes to Medium on cybersecurity issues.

When thinking about the future of cybersecurity, he knows it's a changing field, but he believes the future will hold stricter regulations and hold organizations more accountable.

"Security is a feature, not a product," de la Garza says. "If car companies sold cars that went up in flames the way computer software goes up in flames, most automotive CEOs would be in prison for life. As everything moves to the cloud, the liability equation will change, and service providers will be held accountable."

ROSANNA M. DURRUTHY

Head of Global Diversity, Inclusion, and Belonging
LinkedIn



Alma Mater
HARVARD

Diversity and inclusion are central to Rosanna M. Durruthy's career. Since her first job in human resources at Citibank in 1985, Durruthy's goal has been to create valuable things out of people's differences, and as the head of global diversity, inclusion, and belonging at LinkedIn, she has the opportunity to further that goal like never before.

"Excited is an accurate description of how I feel about joining LinkedIn," she says. "LinkedIn's vision is to create economic opportunity for every member of the global workforce, and its mission is to connect the world's professionals to make them more productive and more successful. Developing the global strategy to connect diverse talent with opportunity and contributing to a culture that seeks to create an experience of belonging for all of employees are definitely on my short list."

Getting to a place in her career where her goals align so well with the mission of her company was no easy feat, though. Durruthy overcame many obstacles to get to this place.

At age sixteen, while she was attending Harvard University, Durruthy's parents' marriage began to fall apart. This family tragedy even left her homeless for some time, but she persevered.

"Learning and change have always been important to me," she says. "I understood that challenge is a natural element in life. My parents raised me with a strong work ethic, freeing me from any sense of entitlement. I'm particularly thankful that my mom always believed in me, and her own resilience has been a great example of courage in the face of adversity."

Durruthy has brought that same resilience and work ethic with her to leadership roles at Merrill Lynch, Blockbuster, Vivendi, Aequus Group, CIGNA, and now LinkedIn. And as she moves forward, learning and change will continue to be a focus.

"I am perpetually curious, and I challenge myself to learn and do new things and build new relationships all of the time," she says. "I get uncomfortable with being too comfortable."

THE NEXT GENERATION OF LEADERS

Outside of her work at LinkedIn, Rosanna M. Durruthy is involved in a number of organizations that promote diversity and inclusion in other ways. One such organization is the PhD Project, which helps African Americans, Hispanic Americans, and Native Americans attain business PhDs and become the business professors to mentor the next generation of leaders.

"When the PhD Project launched in 1994, there were fewer than three hundred Black, Latino, and Native American business professors teaching in universities across the US," Durruthy says. "It was obvious to me that the lack of diversity in university business faculty made it difficult for minority students to have access to role models and faculty mentors who could relate to their experiences and provide inspiration to pursue careers in a broad array of business disciplines."

Since then, the PhD project has helped increase that number to more than one thousand minority professors who have earned doctoral degrees in business disciplines. Additionally, Durruthy is involved with other organizations with similar missions, such as Prospanica.

CRISTINA FERNANDEZ McQUISTION

VP, CIO
OGE Energy Group



Alma Mater
BROWN, STANFORD

A thirst for knowledge has driven Cristina Fernandez McQuiston her entire life.

Having fled Cuba in exile, her parents moved to the US. In their new country, her father completed his medical residency and had a career as a gastroenterologist, and her mother worked as a school psychologist. In turn, they always encouraged education in their family.

“Having to make a new life in the US, they felt very strongly that their education made rebuilding their lives easier,” she says, “and they passed on that passion for education to me.”

Today, McQuiston’s one brother is a dentist, her sister is a psychologist, her other brother is a teacher and artist, and she is now the vice president and chief information officer for OGE Energy, the largest electric utility in Oklahoma.

“I have been driven by a desire to develop a new generation of leaders, to build strong, cohesive teams, and to support female leaders in my industry.”

At OGE, McQuiston is responsible for all aspects of the tech and communications infrastructure. Unlike many CIOs, McQuiston’s background is not in technology. She studied history at Brown and earned an MBA from Stanford before she began a career as a consultant. However, over the course of her career, she began accepting more technical roles, driven by a desire to learn and become a better leader.

“I believe that technology is transforming all aspects of business,” she says. “Becoming a technology leader has helped me contribute more fully to the strategic success of my company.”

Now that she’s been with OGE Energy for a decade, her focus has changed.

“As I have progressed in my career, I have been driven by a desire to develop a new generation of leaders, to build strong, cohesive teams, and to support female leaders in my industry,” she says.

ANCESTRAL INTERESTS

Inspired by her paternal uncle, Cristina Fernandez McQuiston has begun to trace her family’s roots back to Cuba and Spain. In her research, she has become particularly enthralled with her first cousin, four generations removed—Emilia Casanova.

Born in 1832, Casanova was an activist in the Cuban independence movement and is known for founding Las Hijas de Cuba, a group created for women fighting for Cuban independence, in 1869. She continued to fight for Cuban independence until her death in 1897.

“She was quite famous in her day and even spoke to President Ulysses S. Grant multiple times and addressed the US Congress about the Cuban independence movement,” McQuiston says. “I want someone to make a movie about her life.”

MICHELLE FREYRE

President, US Beauty
Johnson & Johnson Consumer Inc.



Alma Mater
YALE, HARVARD

When she was just seventeen years old, Michelle Freyre had the opportunity to attend Yale University. The daughter of two immigrants who sought refuge from brutal dictatorships in Latin America, Freyre spoke English as her second language and had never seen snow. Yet, despite how daunting the prospect might have been, she headed for New Haven, Connecticut.

“I got on that plane and left Puerto Rico,” she says. “I took a risk.”

“There’s no question that I wouldn’t be where I am today if I hadn’t been willing to take risks to grow and develop in my career.”

Since then, she has graduated from Yale with a bachelor’s in economics, earned an MBA from Harvard Business School, and built her entire career on taking risks. In 1999, Freyre began working at Neutrogena as a brand manager. She thrived, helping the company to maintain its status as the top facial care brand in the country, and was happy in her marketing role at the company. In 2006, however, her mentor, Michael McNamara, convinced her to take a role in sales rather than marketing.

“My first thought was ‘Sales? Ugh, so tactical!’ But I decided to try it for one year and ended up absolutely loving it,” Freyre says. “I ended up growing in sales for the next eight years—and taking my career to the next level as a more well-rounded business leader.”

Freyre took another risk in 2016 when she was offered the job of president, US beauty, for Johnson & Johnson. To take the job, she would have to move her husband and twin babies from Los Angeles to Princeton, New Jersey. Nonetheless, it was an opportunity she could not pass.

“There’s no question that I wouldn’t be where I am today if I hadn’t been willing to take risks to grow and develop in my career,” she says.

LEADERSHIP TIPS

Throughout her career, Michelle Freyre has consistently moved outside her comfort zone and honed her leadership skills. To her, there are a few simple steps to being a good leader.

First, she says, you have to set a clear, inspirational vision for your team so that they know where they are going and how. Then, you have to personally engage them to feel empowered to dream big and work together.

“As a leader, I believe that fostering a culture that embraces diverse cultural backgrounds, experiences, and viewpoints is just as important as delivering exceptional business results,” she says.

She also wants to ensure each person on her team feels confident in bringing their authentic self to work every day. In turn, she wants everyone to feel supported. “I want everyone to feel like I have their back,” she says, “which always brings out the best in people.”

How do you ensure that you continue to learn and grow?

“I travel as much as I can, which I think is one of the most enjoyable ways to gain perspective, and I read as many non-business related books and articles as I can. I’ve also started to take more online courses in areas that interest me beyond my profession as that has become more available, but I would like to dedicate much more time to that in the future.”

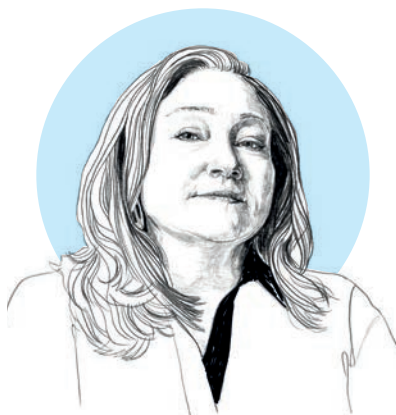
“The internet is a fabulous way to increase your knowledge. TED talks, Coursera, Khan Academy, and Great Courses are all ways that you can tackle any subject matter and come away with insight. A book I am currently recommending is the amazing *Designing Your Life* by Stanford professors Bill Burnett and Dave Evans. The book makes you examine the big, hairy questions about your life.”



RODRIGO VELLOSO

Redbubble

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DOLORES KUNDA

Latino Corporate Directors Association

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“I have always been naturally curious and have always loved solving problems. I am always asking questions of colleagues at the firm and peers outside of the firm about how they do things to learn and apply my learning to our business environment. I have been told several times that I am the person that ‘runs to the fire,’ meaning that I embrace a challenge or problem and make it my own until it is solved.”



PATRICIA MCCARTHY
Goldman Sachs

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“Two things: One, I spend a good amount of time mentoring, and the mentoring process is, I have found, one of the best ways to learn about yourself and to enforce that growth. Two, I invest a great deal of time in personal and professional development through programs that I enroll in regularly.”



VERONICA JUAREZ
Lyft

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LORNA HAGEN

Chief People Officer
OnDeck



Alma Mater
CORNELL

Human resources was not always Lorna Hagen's calling.

"It wasn't my original chosen profession," she says. "I loved the hospitality industry and thought I would be a restaurant owner one day."

Although she was born and raised in Arecibo, Puerto Rico, Hagen and her family moved to Ithaca, New York. After finishing high school in Ithaca, she went on to earn a degree in hospitality business management at Cornell University.

"It wasn't my original chosen profession. I loved the hospitality industry and thought I would be a restaurant owner."

The first few years of her career were spent in the hospitality field as a food service director at Aramark. Then, she moved to the retail industry at DKNY, where she was presented with a fork in the road: pursue operations or HR. She decided on HR and has since held senior roles at IMG, HarperCollins, Dow Jones, Ann Taylor LOFT, and now OnDeck.

Hagen's career in HR has been full of milestones. At HarperCollins, she implemented the company's first applicant tracking system, online job application system, and internal company portal, and she developed the first training programs for managers and staff. At Dow Jones, she rebuilt HR function by consolidating functional areas and by designing and implementing strategic directions for global compensation, talent acquisition, and learning and development. Now as the chief people officer at OnDeck, she oversees all of HR, internal communications, and facilities management.

Since Hagen joined OnDeck, the company scaled and completed a successful IPO—one of the largest venture capital-backed tech exits in New York history. And as the company continues to grow, she will continue to grow as a leader.

THE JOYS OF PARENTING

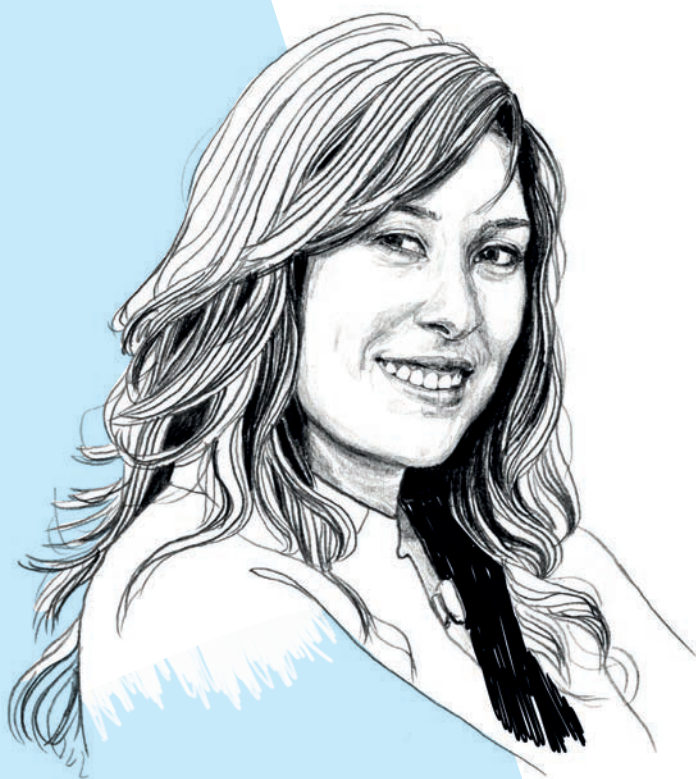
Outside of work, Lorna Hagen says that, with two ten-year-olds and a twelve-year-old, she has little time to devote to extracurricular activities.

"Raising three tweens in New York City is its own passion," she says. "However, we are fortunate to live in such a great city and take advantage of all its museums, theaters, restaurants, and parks."

She adds that she has had a good deal of time to travel for pleasure now. Some of her favorite destinations have been Charleston, South Carolina; Isla Holbox, Mexico; and Vieques, Puerto Rico. Next, she plans to visit Cartagena, Colombia, home to a series of colonial fortresses and monuments that are collectively a UNESCO World Heritage Site.

VERONICA JUAREZ

Head of Enterprise Initiatives
Lyft



Alma Mater
STANFORD

For two years, Veronica Juarez worked with local governments around the US so that Lyft could enter new markets. In fact, she led this effort in more than fifty markets, earning her recognition as one of *Fast Company's* "Most Creative People in Business." However, she's just now entering the most exciting phase of career as Lyft's head of enterprise initiatives.

"I decided that I wanted to learn about business and how business decisions were made," Juarez says. "At that time, we had just hired our chief business officer so Lyft could partner with any large organization—businesses, healthcare organizations, government entities, educational institutions, or nonprofits. So I joined the team, and I now help manage the team, execute all of our social impact programs, and lead a portion of our corporate business development strategy."

"Social impact is important to us as a company, and we want to continue to drive access and opportunity through transportation."

Although the team is responsible for establishing partnerships with Fortune 500 businesses, the most rewarding part of the job for Juarez is the social impact work. For example, Lyft recently started working with the International Rescue Committee so the organization can use Lyft to transport their refugee clients to and from appointments, job trainings, and other services they need. Juarez also spearheaded a program that allows partners to donate 1 percent of their spend to charities of their choice.

"Social impact is important to us as a company, and we want to continue to drive access and opportunity through transportation," Juarez says. "We are continuously looking for ways to double down on that impact."

With someone like Juarez at the helm, Lyft will surely further its social efforts, nonprofit partnerships, and business initiatives.

ART CAN CHANGE LIVES

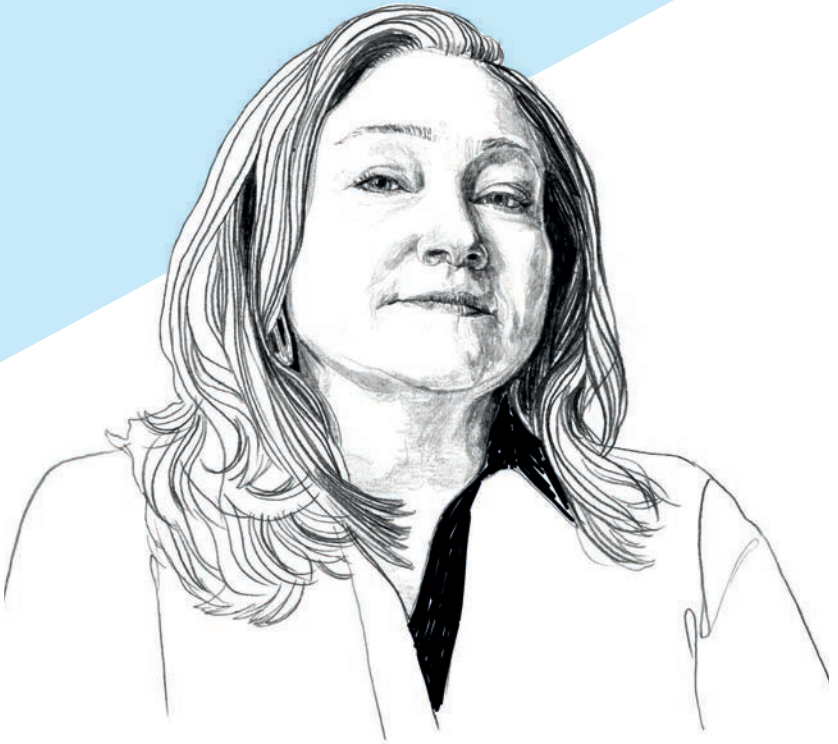
Outside of Lyft, Veronica Juarez is a board member of Silicon Valley's Movimiento de Arte y Cultura Latino Americana (MACLA), an inclusive contemporary art center grounded in the Chicano/Latino experience.

The organization engages the community through visual, performing, and literary arts and hosts community and youth arts programs for more than thirty thousand patrons each year.

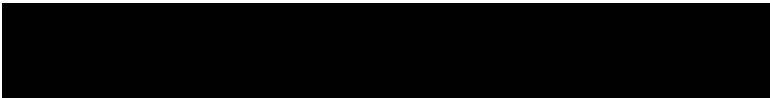
"I believe that art is extremely important for the education of our youth and for engendering creativity," Juarez says. "At MACLA, we focus on many social justice conversations, so my involvement with MACLA really amplifies my belief that art can be used as a form of social resistance. Because of that, I love the work that we do, and I think that it is extremely important."

DOLORES KUNDA

Member of the Board of Directors
Latino Corporate Directors Association, Kellogg Alumni Council



Alma Mater
NORTHWESTERN



When Dolores Kunda was in high school, her parents offered her a pretty good deal. They said, “Get into the best college you can, and we’ll figure out how pay for it.” So in 1973, she began at Smith College, graduating four years later. But it wasn’t an easy road. For the first time, Kunda was competing with peers that were equally as talented, and as one of the few Latinas in her class, she was also adjusting to culture shock.

“It was hard, it was competitive, and it was a game changer,” she says. “The fact that I graduated with the amazing talent in the class of 1977 is a huge blessing and has affected my life more than any course of study.” The college must have agreed. In 2012, Kunda was the first Latina awarded the Smith Medal, the highest award bestowed from the college to alumnae who exemplify the true purpose of a liberal arts education.

After her formidable experience at Smith, Kunda entered the workforce with a newfound ambition. In 1984, she earned an MBA from Northwestern University, and as she accepted more and more senior positions in advertising, her career became less driven by ambition and more by a desire for more Latino access in business. So she founded Lapiz—one of the largest and most awarded Hispanic advertising agencies in the US—under the Leo Burnett umbrella.

“It was very rewarding to advance the US Latino agenda inside a large, well-respected advertising agency,” she says.

Since retiring from Lapiz in 2013, Kunda has not wavered in her mission of driving Latino success. Kunda is an active board member in the Latino Corporate Directors Association and the Kellogg Alumni Council. In both organizations, Kunda focuses on Latino participation.

“My passion for US Latinos and Latinas in the corporate boardroom comes from my own experience,” she says. “Ethnic diversity is being proven to lead to better decision-making and increased shareholder value. American business needs to make gender and ethnic diversity an imperative at the C-suite and the boardroom level. It’s not about social justice; it’s about increasing shareholder value.”

DC TIES

Dolores Kunda grew up in a suburb of Washington, DC, something that’s she very proud of. In fact, she was a tour guide in the History and Technology Building of the Smithsonian Institution while in high school.

Although her illustrious career has given her a résumé that far outweighs a tour guide position, she still fondly remembers the time and is grateful for the experience.

MICK LOPEZ

Chief Financial Officer



Alma Mater
UCHICAGO, GEORGETOWN



Throughout his career, Mick Lopez has traveled to all the major continents, racked up more than two million air miles, lived in Paris and Rio de Janeiro, and fulfilled many lifetime goals.

“I consider myself a hard-working, lucky Cuban accountant,” he says. “I’m very fortunate to have most of my dreams and aspirations become reality through a great education and perseverance.”

“I consider myself a hard-working, lucky Cuban accountant. I’m very fortunate to have most of my dreams and aspirations become reality.”

Born to parents who immigrated to the US from Cuba in 1961, Lopez was raised in San Juan, Puerto Rico. When he was looking at colleges, Lopez couldn’t decide between pursuing a career in law or business. So he chose a school that presented him with both options and an opportunity to focus on international studies.

While at Georgetown, Lopez worked as an intern for his congressman from Puerto Rico. He concurrently was doing research for a Georgetown finance professor. He later decided that he’d like to be a CFO one day.

Since then, Lopez has earned an MBA from the University of Chicago and held senior finance positions in a variety of industries, though he’s specifically focused on tech. In 2011, his dream of being a CFO came true when he joined software company Aricent Group. He’s since held two CFO positions at Harris Corporation and Veritas Technologies.

Working in tech has not only helped Lopez achieve his goals, but it’s also pushed him to continually grow and learn.

“In technology, you must not only stay fresh with the latest engineering but especially with new business models,” he says. “Right now, I just enjoy working with brilliant people, winning in the market, and being able to give back.”

A FAMILIAL PILGRIMAGE

Mick Lopez has recently been interested in ancestry, and he has traced his family’s roots back four hundred years from Cuba to Spain. In the coming months, he plans to take trips to both Cuba and northern Spain to visit his ancestral lands.

“I am very proud of my Latin lineage,” he says.

That same pride is the reason why he’s focused on being diverse and global in his career. In fact, he’s built teams around those principles.

“A team of diverse individuals is so much more effective and required in an international environment,” he says.

LUCINDA MARTINEZ

SVP, Multicultural & International Marketing
HBO



Alma Mater
COLUMBIA

Excellence isn't an option for Lucinda Martinez; it's a requirement. After her parents emigrated from the Dominican Republic, they were determined to give US-born Martinez and her brother a more promising future.

She more than lived up to her parents' high expectations. Martinez graduated from Columbia University and quickly made a name for herself professionally before joining HBO in 1995 as an associate manager of direct marketing.

After a five-year hiatus from HBO, Martinez returned to the company in 2002. As she has climbed through the network's ranks, she has made it a priority to champion shows that spotlight people of many different backgrounds.

“You're only as good as the relationships you've developed and fostered.”

In her current role as senior vice president, multicultural and international marketing, she oversees all branded targeted marketing efforts to African American, Latino, Asian, and LGBT audiences and has given greater access to talent from underrepresented groups.

“The most recent work I'm proud of is the launch of our new series *Insecure*,” she says. “We developed a comprehensive, unique targeted promotional campaign that launched an amazing new authentic voice to the television landscape.”

Insecure was created by comedians Issa Rae and Larry Wilmore and features a predominantly black cast. The show's second season aired in the summer of 2017.

For Martinez, a major component of her success at HBO comes from the relationships she's cultivated and nurtured.

“You're only as good as the relationships you've developed and fostered,” she says. “I am fortunate that when I need to reach out to my board of advisors they show up for me. And that's because I've shown up for them.”

CHANGING HEARTS

Lucinda Martinez's passion to instigate changes goes beyond her work at HBO. She serves on the New York board of the American Heart Association, where she launched the inaugural Latino Health Summit aimed at reducing cardiovascular disease and promote heart health in the Latino community. In 2011, Martinez received the Time Warner Andrew Heiskell Community Service Award for her work with the organization.

“As a heart disease survivor, it was crucial that I figure out a way to create more awareness about the risks of heart diseases in our communities,” Martinez says.

How do you leverage your network to seek out personal or professional opportunities?

“I have an ‘old girls’ network’ of strong, professional women that I rely on. It’s important to keep up your friendships from high school and college. Every time you work with someone, it’s an opportunity to meet a prospective new client, employer, or partner.”



ANGELA L. PADILLA

Uber

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“Asking my friends for help or ideas is easy. Cubans use the expression *palanca*—translated as a lever, as in leverage. It means to help each other and be willing to recommend or support others, especially those in your community or network. I’m always willing to do that for others I know. Sometimes all that’s needed is a call or email introduction or a quick coffee to help a person think through career plans and connect with my network.”



CRISTINA FERNANDEZ McQUISTION

OGE Energy Group

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“Being somebody who loves people, it’s easy for me to reach out and ask somebody to have a coffee, have a meal, share some time with me. Because I’m so passionate about the work that I do, it’s also not hard to ask for help when we need it, whether that’s help in connecting with a partner or help in funding a new project. I really see it as social and something that I enjoy doing.”



JESSICA REEVES

Voto Latino

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“I use my network as a sounding board. In my role, I’ve had the opportunity to meet some incredible individuals who I call on, and they call on me to share ideas and thoughts on the industry.”



FREDDY ROLÓN

ESPN Deportes

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PATRICIA McCARTHY

Managing Director, Investment Management Division
Goldman Sachs



Alma Mater
HARVARD

For Patricia McCarthy, her heritage is essential to who she is. In fact, she says it's impossible to quantify its importance.

"Being born into a Cuban family and raised in Miami is who I am," she says. "It is the essence of me. I naturally break into Spanish when I can and love it. If I hear a Spanish beat, I naturally move to it. In my biased opinion, I feel that Hispanic culture has an innate joy."

In addition to being a culture of joy, McCarthy says Hispanic culture, to her, is a culture of hard work. Her grandparents fled a comfortable life in Cuba to be free. Her maternal grandmother, who had been a judge, then worked for a time picking tomatoes, and her other grandmother worked as a seamstress.

"In my biased opinion, I feel that Hispanic culture has an innate joy."

"My grandparents, parents, and aunts and uncles taught me that you should take pride in your work," McCarthy says.

Taking pride in her work, McCarthy graduated *summa cum laude* from Florida International University and *cum laude* from Harvard Law School. Since then, she's held prominent roles at Davis Polk & Wardell LLP, Univision Communications, and now Goldman Sachs, where she's currently a senior member of the Private Wealth Management Global Management team in the Investment Management Division. And she wouldn't hold that role today if she weren't ready to step outside her role as lawyer when she had the chance seven years ago.

"When first presented with the opportunity, I was worried about leaving a supportive team and a role that I was good at," McCarthy says. "Despite my hesitation, I embraced the role and dug into it like I had my previous role. I quickly realized I could leverage what I'd learned previously and that I could quickly come up to speed and leverage my existing skills while acquiring new ones."

But that type of hard work is just second nature to McCarthy.

NO JOB TOO BIG OR TOO SMALL

As she's stepped into more leadership roles over her career, Patricia McCarthy believes in leading by example and showing her team that no task is too great or small.

"I show others that the work they are doing is important by focusing on it in detail and exhibiting a willingness to jump in and help get things done," she says.

To that end, McCarthy also recommends that leaders should get to know the people on their team. If you know individuals' strengths and weaknesses, you'll always know the right person for the job.

"Some really good people in some roles do not realize success when moved to other roles," she says. "I think this is often because what made them successful in their prior role is a different skill set than what is required for the new role."

ANITA ORTIZ

VP, Global Inclusion Strategy – West Coast
Viacom



Alma Mater
PRINCETON

In her role at Viacom, Anita Ortiz partners closely with many departments to create effective employee engagement and workforce development programs that foster a culture of inclusiveness. It's a path that she didn't necessarily envision when she pursued a career in the entertainment industry after graduating from Princeton, but it's a cause deeply rooted in her upbringing.

While growing up, Ortiz's father was in the military. So although she was born in South Carolina, she lived all over the Western Hemisphere: the East and West Coasts, Panama, and Colombia.

"Having grown up in so many diverse places, I have a strong curiosity and openness toward other cultures," she says. "Ultimately, this led me to a career in inclusion. After all, as part of the human condition, we yearn for a sense of belonging and want to feel acknowledged and appreciated for who we are."

"Nothing beats a good story, and I'm proud to be part of an industry where storytelling reigns."

However, her work in inclusion isn't the only rewarding part of her career at Viacom. After all, Ortiz pursued the entertainment industry for a reason.

"I've always been a creative person, but the entertainment industry seemed out of reach at first," she says.

Although she felt it was a long shot, Ortiz was undeterred, and she eventually wound up at Paramount Pictures, where she landed an entry-level role in the international television marketing. Now, nearly twenty years later, Ortiz is not only committed to advancing diversity and inclusion, but she also loves being part of such a creative industry.

"While the entertainment business is nowhere near as glamorous as it may appear, I am grateful for the countless experiences I have had because of it," she says. "Nothing beats a good story, and I'm proud to be part of an industry where compelling storytelling reigns."

GIVING BACK

Outside of her work with Viacom, Anita Ortiz is involved in many charitable organizations.

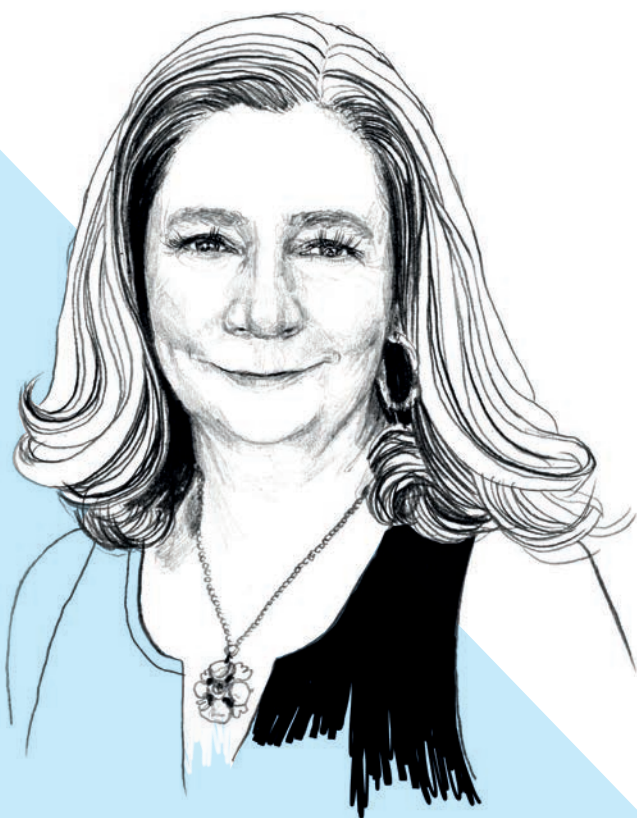
"First and foremost, as the daughter of a cancer survivor, I am deeply committed to organizations like Stand Up to Cancer and the Ovarian Cancer Research Fund Alliance that are working towards a cure, as well as Cancer Support Community that offers invaluable resources to families impacted by the disease," she says.

Additionally, she is an ardent champion of The Posse Foundation, which helps develop young leaders and helps them gain access to higher education opportunities. In essence, the foundation identifies public high school students with extraordinary academic and leadership potential who may be overlooked by traditional college selection processes.

"I have yet to meet a Posse scholar who has not impressed me," Ortiz says. "Even though I had an amazing experience at Princeton, I sometimes wonder how different it might have been if I had the strength of an organization like Posse behind me. I can't lavish enough praise on them."

ANGELA L. PADILLA

Associate General Counsel, Litigation, Employment Law & Labor Relations
Uber



Alma Mater
COLUMBIA, HARVARD

As the associate general counsel, litigation, employment law and labor relations, at Uber, Angela L. Padilla is facing the greatest challenge of her career.

“Everyone wants us to fail,” she says. “Competition is fierce. There are few laws and regulations that apply to our business model.”

Padilla, however, is no stranger to overcoming adversity. She grew up in a modest, working-class neighborhood in Brooklyn, New York, and was raised by a single mother, as her father was murdered when she was three years

“I push myself to go outside my comfort zone and try something that scares me every day.”

old. Still, she went on to become a champion debater in high school and got in to Harvard University. Then, she began to explore law as a career option.

“I decided to pursue law because I am a natural advocate,” she says. “I was also passionate about women’s rights. I interned in the Brooklyn District Attorney’s Office, Sex Crimes Unit during college, and that sealed my interest in becoming a trial attorney.”

After graduating *magna cum laude* from Harvard, she went on to earn a JD from Columbia Law School. Since then, she’s been a litigation partner at Orrick, Herrington & Sutcliffe, a partner at Morrison & Foerster, and a deputy district attorney in the Santa Clara District Attorney’s Office, before moving in-house at VMware.

Throughout her career, Padilla has been recognized as an expert in constitutional challenges to anti-discrimination policies, including a victory in the Ninth Circuit on behalf of the City of Oakland in *Good News Employees v. Oakland, et al.* Now that’s she’s at Uber, she’s sure to continue to grow as a legal expert.

“I take on new challenges every day,” she says. “I push myself to go outside my comfort zone and try something that scares me every day.”

PRO BONO WORK

As a natural advocate, Angela L. Padilla believes pro bono work is central to her career.

“Pro bono work is very important to me,” she says. “But it is difficult to find opportunities for in-house counsel to do pro bono work.”

Still, Padilla makes time to contribute her skills to worthy causes, currently serving as founder and board cochair of Family Dog Rescue, a nonprofit animal shelter in San Francisco.

Additionally, she serves as a mentor to colleagues, especially when it comes to the intersection of technology and law.

“I am proud to be one of the few Latina leaders in law and technology,” she says. “I am passionate about mentoring younger people of color in technology and law. We need a better pipeline starting in high school and college.”

PEDRO PIZARRO

President and CEO
Edison International



Alma Mater
HARVARD

Pedro Pizarro originally wanted to be a doctor, not an energy industry executive. After his family moved from Puerto Rico to Florida while Pizarro was in the ninth grade, he focused on his studies, with the goal of becoming an MD, and secured a scholarship to Harvard.

“I went to Harvard sight unseen,” he says. “I had never even seen snow. It was a very different experience, but I was drawn to the place, and it turned out to be a great place, not only to get an education but also to grow up.”

In 1987, Pizarro graduated *magna cum laude* with a degree in chemistry. Instead of pursuing a medical degree, though, he went on to earn a PhD in chemistry from the California Institute of Technology. After some time at global management consulting firm McKinsey & Company, Pizarro began his career at Edison in 1999. Now, he’s the president and CEO of Edison International, the parent company of Southern California Edison, one of the nation’s largest electric utilities, and Edison Energy Group, a portfolio of competitive businesses that provide commercial and industrial customers with energy management and procurement services and distributed solar generation.

“Edison is an iconic company with a rich history and culture,” Pizarro says. “For more than 130 years, we have been a big part of the growth of Southern California, starting with bringing electricity from our Big Creek hydroelectric system of dams and powerhouses deep in the Eastern Sierra mountains, hundreds of miles away, and developing some of the first high-voltage transmission lines in the country. It’s not lost on me that, as CEO, I’m part of a very special story. All of us at Edison are stewards of this institution. It was here before us, and our job is to make sure that it’s here well after us.”

Outside of his role as CEO, Pizarro is also a member of Edison International’s board of directors. Additionally, he serves on the boards of Argonne National Laboratory, Electric Power Research Institute, and the Edison Electric Institute.

THE FUTURE OF ENERGY

Pedro Pizarro is glad to be a part of a company that has seen many changes. In fact, the company can trace its roots back to 1886.

Since then, the energy landscape has evolved significantly. Today, nearly 30 percent of electricity provided to Southern California Edison’s customers comes from clean renewable resources, like large solar and wind farms, and more than 37 percent of electric power provided is emissions free. With about \$4 billion in annual investment into its infrastructure, Southern California Edison is responding to today’s demands and preparing for future needs, while providing its customers reliable, safe, affordable, and clean power. As the energy industry continues to evolve, Pizarro believes Edison International will be a leader in that change.

“With the development of new technologies and with most of the world focused on the importance of decarbonization over the next several decades, we have an opportunity to think about how smart uses of electricity can benefit customers economically and benefit society through greenhouse gas emissions and pollution reduction,” he says. “The electric power grid will be the key enabler of this.”

JESSICA REEVES

Chief Operating Officer
Voto Latino



Alma Mater
GEORGETOWN

After earning a degree in psychology from Boston College, Jessica Reeves began a career in the fast-paced advertising world of New York City, working with Fortune 500 brands and building her reputation. As she developed her professional skills, Reeves began to focus on the Hispanic market and moved to Austin, Texas, to pursue her interests at an award-winning, Hispanic-focused advertising firm.

Although Reeves was closer to her hometown of El Paso, Texas, and gaining great exposure, something wasn't quite right.

"Eventually, I really felt like I was just selling products to my community versus helping them, and in this case, it was pizza and beer," she says. "I didn't see that it was helping the community that I was trying to get closer to and trying to serve. That's when I looked into master's programs and found an amazing opportunity at Georgetown to take these lessons I had and this background I had and shift it into an NGO or nonprofit.

So, in 2010, Reeves moved again from her native Texas back to the East Coast to earn a degree in Latin American studies from the prestigious Washington, DC, university. After entering the program, she quickly found Voto Latino, which aligned perfectly with her passions.

Voto Latino is a nonprofit that seeks to educate, engage, and empower the Latino population to be agents of change through grassroots campaigns, media campaigns, and other programs. Today, Reeves is the organization's chief operating officer, in charge of fundraising, developing partnerships, and creating new programs. In 2012, she helped cofound National Voter Registration Day along with other organizations, and just last year, she oversaw Voto Latino's voter registration effort, which registered more than 177,000 voters.

Now that Reeves is empowering the community that she's always wanted to serve, she's found exactly what she's wanted to do with her life—but that doesn't mean she won't always continue to learn and grow.

GROWING UP ON THE BORDER

Jessica Reeves was raised in El Paso, Texas, and identifies as Texican, as her father is of Irish and Italian descent and her mother's family is from Mexico. Growing up with two different cultures, so close to the US–Mexico border, had a profound effect on her.

"I think that growing up on the border had a lot to do with my love of exploring other cultures," she says.

As she got older, she began to notice the remarkable wealth disparity between nearby Juarez, Mexico, and El Paso. El Paso had a public university with large, beautiful new buildings, while Juarez was dotted with shanty towns. Many places in Juarez didn't even have electricity. It was that experience that helped propel Reeves into her current career and inspired her curiosity in understanding how such similar communities could be so disparate.

"It was an interesting contrast for me, just seeing that right across the border, a couple feet away, people could live such different lives and have such different opportunities and life outcomes," she says. "In the US, we have this opportunity. That's not the case everywhere. Some people take that for granted."

What guides your leadership philosophy?

“My philosophy is to lead by example. If I expect courage, I need to be courageous. If I expect honesty, I need to be honest. If I expect excellence, I need to be excellent. Because leadership is about being the leader you want others to be, I don’t struggle with giving people direct feedback. I know that my direct and transparent style may make people uncomfortable, but that’s my guiding principle.”



DIANE CRUZ-BURKE
Eli Lilly and Company

P. 22

“I’d sum up my philosophy of leadership with the following: First, leaders make things happen that wouldn’t have happened otherwise. Second, leaders are not created by titles or reporting structures. They are created by followers who believe in their promise and are willing to stake their social, human, and financial capital to implement that vision. Lastly, I believe that almost everyone has the potential to lead.”



ROSANNA M. DURRUTHY
LinkedIn

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“When it comes down to leadership, I believe in setting a clear, exciting vision and being the first to roll up my sleeves and lead by example. You can trace that back to seeing my mom work so hard. She inspired me, and I hope I can inspire others. Secondly, I believe in openness and frequent communication. I spend time with my teams and talk openly about our goals and expectations. Lastly, I want to develop my teams and make them better.”



JORGE URRUTIA DEL POZO
Digital Strategy and Operations Leader

P. 64

“My philosophy is to lead by example and to be a servant leader. Those are the two guiding posts. If I can’t do something, I’m not going to expect others to do it; that’s number one. Number two is that leadership is about serving. It’s about serving others, and so there’s nothing stronger than doing that. It’s not about building walls; it’s about building bridges.”



VICTOR ARIAS
Korn Ferry International

P. 12

CARLOS RODRIGUEZ

—
President and CEO
ADP



Alma Mater
HARVARD

Carlos Rodriguez was born in Cuba and spent his childhood in a comfortable, middle-class home. His parents owned a business and several rental properties, but when things began to change in the country, his family moved to Miami. In the US, he was met with new challenges. English wasn't his parents' first language, and they didn't hold college degrees. So his father delivered hotel room service, and his mother became a clerk for a trucking company. Through these jobs, they persevered and helped their children attain a better future.

"Despite the fact that neither of my parents attended college, they always encouraged education in our family," Rodriguez says.

He did well in school and followed in his brother's footsteps to Harvard, earning a bachelor of arts and a master of business administration from the prestigious university. Now, he's been at ADP, a provider of human resources management software and services, since 1999. During his time with the company, he's held a variety of positions and seen many changes.

"The world is in a very different place today than it was when I started at ADP almost twenty years ago," he says. "Over the course of my tenure, we've seen a host of economic and regulatory shifts that have created both benefits and challenges for businesses of all sizes. It's been rewarding to be a part of a company that has helped so many clients navigate these challenges and achieve their business goals."

And with the advent of new technology, Rodriguez sees a bright horizon for the global human resources management software and services provider.

"We've also seen major changes in how technology can empower companies to run their businesses and improve their employee experience, and we've been able to better partner with our clients as a result," he says. "Now we're helping them in new ways, using data and analytics to see ahead of potential issues and leveraging our ecosystem of partners to better attract, retain, and engage their employees."

DIVERSITY AT ADP

Diversity and inclusion have been priorities for Carlos Rodriguez since he became CEO of ADP.

"Diversity is extremely important to me and to ADP as an organization," he says.

One such initiative is the Supplier Diversity initiative, in which the company seeks to create partnerships with diverse suppliers. In doing this, ADP is building relationships with and purchasing goods and services from certified diverse enterprises owned by minorities, women, veterans, and LGBT people. Not only is this initiative a priority, but Rodriguez also wants to ensure the company reflects those values as well.

"At ADP, we want our people to reflect the marketplace and the communities we serve all over the world, and we do that by building a diverse associate population and diverse vendor relationships," he says. "For me, diversity is not an add-on thing, but rather a core part of our business and ultimately our success."

FREDDY ROLÓN

VP and General Manager
ESPN Deportes



Alma Mater
DARTMOUTH



Growing up in a diverse area in the Bronx, Freddy Rolón was at the intersection of many cultures. His parents were from Puerto Rico, and he spent his childhood in the shadows of Yankee Stadium, listening to a soundtrack of salsa and hip-hop at home.

“I learned to cherish Puerto Rican culture and traditions at home while simultaneously being shaped by the unique experience of growing up in New York City,” he says. “That bicultural heritage and upbringing colors every aspect of my personal identity. It has also had a tremendous influence on my career.”

“That bicultural heritage and upbringing colors every aspect of my personal identity.”

Now his cross-cultural roots are coming to bear as the vice president and general manager at ESPN Deportes. He and his team manage content for ESPN’s Spanish-language audio network and digital sites, and they acquire rights and programs for the television network. Additionally, his team leverages their expertise to help grow Hispanic viewership for all ESPN platforms.

“Given these responsibilities, I work in an environment where I switch back and forth from English and Spanish constantly,” he says, “and like many Latino sports fans, I split my attention between *fútbol*, *béisbol*, football, and basketball.”

Before joining ESPN full-time, Rolón interned there while working on his MBA at Dartmouth. He found a place in then-emerging ESPN Deportes after school. In his thirteen years with ESPN, he has held a variety of positions, and he sees a bright future ahead of him there.

“The culture is amazing. There is an openness to good ideas no matter where they originate, and employees at every level have access to our senior leaders,” Rolón says. “Every day I work with some of the smartest people in the industry who exhibit an incredible drive to win and innovate.”

OFF THE CLOCK

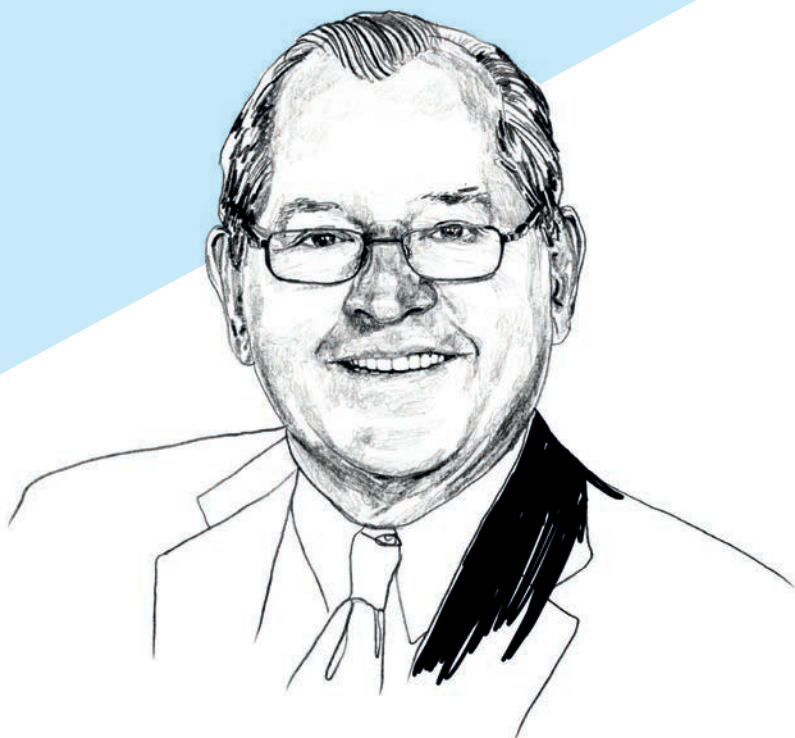
Outside of work, Freddy Rolón enjoys spending time with his wife and three daughters. He says that he tries to share his love of reading, drawing, sci-fi movies, and sports with his children.

“I have to confess that I have passed on my Yankees, Giants, Knicks, and Barcelona fandom on to them as well, except for the one Madridista in the group; there’s always one in every family,” he says.

MANUEL "MANNY" SANCHEZ

Partner

Sanchez Daniels & Hoffman LLP



Alma Mater
UPENN

If it weren't for *Perry Mason*, Manny Sanchez might have been a priest.

Like many men who grew up in the 1960s, Sanchez was educated by Franciscan nuns, and he considered entering the seminary. However, one afternoon while waiting to watch *The Three Stooges*, he accidentally caught an episode of the 1960s courtroom drama, and it changed his life.

"I saw *Perry Mason* on television, and I thought, 'That's what I'd like to be,'" Sanchez recalls. "I thought this guy has three things going for him. One, he wasn't doing hard manual labor. He was acting before an audience. Two, he wears a suit, and I'd like to dress like that every day. And three, he's winning. So, I've built my career on winning."

"To be successful, you need to demonstrate leadership every day. You need to walk the walk."

And he has. Since earning his JD from the University of Pennsylvania in 1974, Sanchez has established himself as a successful trial lawyer who specializes in product liability, construction, professional liability, employment law, civil rights, and commercial and toxic tort defense litigation. In 1987, he founded his own law firm—Sanchez Daniels & Hoffman—and has grown it into one of the largest minority-owned and -controlled law firms in the US. Over the course of his career, Sanchez has won favorable verdicts in more than seventy-five cases.

"To be successful, you need to demonstrate leadership every day," he says. "You need to walk the walk."

In addition to his legal work, Sanchez has been deeply involved with several organizations, such as the Chicagoland Chamber of Commerce. Additionally, he has helped raise millions of dollars for charitable organizations, such as the Gary Sinise Foundation and many education funds, including at his alma maters, Northern Illinois University, UPenn Law School, and Holy Trinity High School.

EDUCATION IS ESSENTIAL

Throughout his career, Manny Sanchez has been driven by a strong belief that education can uplift the Hispanic community. In addition to raising funds for his alma maters, he has also raised money for and been deeply involved with organizations, such as the Chicago Scholars Fund, Ounce of Prevention, the Academy for Urban School Leadership, and the Museum of Science & Industry. In 2011, President Barack Obama appointed Sanchez to the President's Advisory Commission on Educational Excellence for Hispanics.

Although he's been recognized for his fundraising efforts in higher education, Sanchez renewed his focus on early childhood education, especially with his involvement with Ounce of Prevention—which specifically focuses on providing educational opportunities to children younger than five in low-income families.

"I think early education is essential," he says. "If they're only speaking Spanish at home, they're already behind a lot of children when they enter American public schools. We need to expose children in our community to early education from the time they're born through age four."

JORGE URRUTIA DEL POZO

Digital Strategy and Operations Leader



Alma Mater
MIT



Jorge's mother taught him the value of hard work. While he was growing up in Madrid, she raised Jorge and his two brothers, worked a full-time job, worked toward a college degree, and did all the work around the house.

"I remember my mom studying at 5:30 am, helping me with my homework, going to work, and cooking for our family," he says. "She is the most impressive person I know."

Eventually, she earned a law degree from Open University. And although he says he didn't have a specific calling when it was time to go to college, Jorge brought the strong work ethic his mother taught him with him to Universidad Pontificia Comillas, where he studied international business administration. Upon graduation, he joined The Boston Consulting Group (BCG), where he spent the first ten years of his career, with a two-year break to earn an MBA from MIT.

"I was not just looking to learn; I was looking to make an impact and work on problems in industries I loved."

"When I started my career, my only objective was to learn as much as I could about the business world," he says. "After graduating from MIT, I went back to BCG. This time, however, something started to change. I was not just looking to learn; I was looking to make an impact and work on problems in industries I loved."

One industry he was especially drawn to was digital media. So since leaving BCG in 2011, Jorge has held prominent positions at AOL, The Huffington Post, TV network Fusion, and, most recently, Digitas, a digital marketing agency. This past year, he took a three-month sabbatical following the birth of his first son.

"After two years driving transformation at Digitas," he says, "I am ready for a new challenge."

WANDERLUST

Throughout his entire life, Jorge has wanted to travel. When he was younger, he says his family rarely left Spain.

"But I was different," he says. "I wanted to see the world."

So under the guise of learning English, he enrolled in a high school program that took him to Dublin for a summer, and then he later spent two summers in the United States. Since then, his passion for exploring far-off places has not waned.

"I like to travel abroad every time I have an opportunity," he says. "I am fascinated by different cultures, people, food, and places I have never seen."

Some of his favorite places have been: Australia, New Zealand, Argentina, Israel, Jordan, Peru, Brazil, Colombia, Mexico, Canada, Norway, and Costa Rica.

RODRIGO VELLOSO

Chief Content Officer
Redbubble



Alma Mater
UPENN

Rodrigo Velloso is a citizen of the world in the truest sense.

A self-described diplo-brat, Velloso grew up in Brasilia, New York City, and Rome, moving as his diplomat father took positions in the Brazilian capital, at the United Nations, and as the Brazilian ambassador to the Vatican. So, when it came time to go to college, he approached his course of study differently than most Brazilian kids his age.

“Teens in Brazil typically decide what career they want to pursue before college,” he says. “The concept of a liberal arts bachelor’s degree doesn’t really exist, but I guess I adopted that approach.”

At first, he felt torn between pursuing his creative side or his mathematical side. As a compromise, he ended up earning a BA in communications and a BS in marketing, which he says helped distinguish him early in his career. Similarly, his global background helped him adapt to different corporate cultures across borders, having held positions in Washington, DC, Rio de Janeiro, Sao Paulo, and now Silicon Valley. In his current role, developing good working relationships have become just as important as focusing on cutting-edge technology.

Velloso’s debut in tech came when he was offered the position of head of business development, Latin America for Google. Since then, he’s worked at YouTube, Twitter, and now for the online art marketplace Redbubble. He’s currently chief content officer at the company’s headquarters in the Bay Area, which he says is exactly the type of change he was looking for when he left Twitter.

“As a publicly traded company with \$100 million in revenue and two hundred employees, Redbubble seemed like a good middle ground between a large company and a start-up,” he says.

Now, as he helps Redbubble grow, Velloso will surely build new relationships just as he always has.

“As both a Brazilian and a diplo-brat, quickly establishing a rapport with others has come naturally and proven valuable,” he says, “particularly since I started focusing my career on partnerships where good relationships are key.”

EAT DANGEROUSLY

During his time at the University of Pennsylvania, Rodrigo Velloso and his closest friends and roommates would cook together and throw dinner parties. But when graduation came along, they didn’t want to let go of the fun they were having, so they collected their recipes and decided to write a cookbook, *Eat Dangerously*.

“This was in the mid-nineties, and eating healthy was just starting to become trendy, so we decided to make our cookbook an ode to the rich decadence of great food,” he says.

Today, you can find the cookbook and more recipes online at EatDangerously.com. Recipes are sorted by three categories: dangerous to your health, dangerous to your budget, and dangerous in other ways. Essentially, the website is chock-full of indulgent creations for people of all palates.

How have you handled a role or label you didn't ask for?

“I had no say in labels around my ethnicity, and it’s a label others are always the one to remind me about or place on me. I embrace it. I love it, and I will work to make it a positive so that it is never used to hold back the sum total of a person’s potential. My dad always told me that as an ‘other’ in America you can’t just be good, you have to be twice as good.”



JOEL DE LA GARZA

Box

P. 24

“Many people have told me, ‘You know everybody.’ I never believed that, and so I didn’t want to own that label. Then, one day, my mentor—who is someone I truly believe knows everyone in Hollywood—said to someone, ‘Julie Ann knows everybody.’ At that moment, I decided to own it and started seeing the advantages of having such a wide base of contacts.”



JULIE ANN CROMMETT

The Walt Disney Studios

P. 18

“I was perfectly happy in my marketing role at Neutrogena when my mentor, Michael McNamara, pushed me to leave my comfort zone and do a rotation in sales. He told me he saw GM potential in me but only if I was fearless enough to make the leap and develop a truly cross-functional understanding of the business. My first thought was ‘Sales? Ugh, so tactical!’ But I decided to try it for one year and ended up absolutely loving it.”



MICHELLE FREYRE
Johnson & Johnson Consumer

P. 30

“At a certain point in my career, I was offered what turned out to be a pivotal role in my organization. And while it wasn’t one I necessarily wanted to take on—or rather I wasn’t passionate about it—I knew that it would be instrumental to my growth and development. How did I handle it? I took it on and crushed it. It was an immensely teachable and defining moment.”



LUCINDA MARTINEZ
HBO

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