Our country is experiencing a time of racial and social reckoning. Assumptions around who we are as a country, communities, and individuals are being challenged. Calls for greater equity are resonating across the nation. In this moment, leaders like us must take a stand and say with clarity and certainty what we believe in and will do to support and promote change. It is incumbent on us to show compassion and demonstrate an understanding of what is asked and expected of us. We must articulate solutions that are transparent and actionable; act with integrity and authenticity; and lend our voice to advocate for the least among us.

Michelle Rhodd, Washington DC Chapter President

This moment calls for humble servant leaders with servant hearts. As servant leaders, we must unite and become proponents of unity and love for one another. Let’s come together to serve and empower our fellow brothers and sisters by encouraging them to become the best version of themselves. I dream of a world where we thrive because we delight in other’s successes and accomplishments.

Jackie Bouvier, Denver Chapter President

We have remained committed to our members and sponsors, while at the same time remaining flexible and adaptable.

Jesus M. Maldonado Reyes, Milwaukee Chapter President

This moment calls for optimism, endurance, and perseverance!

Gloria Velazquez, Phoenix Chapter President

Today’s Hispanic leaders need to be more than visionaries, they also need to be innovators. Visionary leadership is about having a picture of a desirable future. Innovation leadership takes that a step further. Innovation leadership is about cultivating new ideas, promoting change, and implementing practices that lead to community progress and long-term success.

Maria Gomez Albrecht, DFW Chapter President

Words of Wisdom from Generación Líder*

During challenging times, leaders pivot and continue to listen, empower, motivate, seek opportunities, and share resources.

Omaira Jesus, Los Angeles Chapter President

* Reflections edited for publication.
About this Year’s Theme

Our new economic and social landscape requires leaders to connect, inspire and transform. But that type of leadership develops as a result of intentional investment in growth, learning, proactive networking, and genuine community-building.

The theme “Generación Líder,” speaks to Prospanica’s acknowledgement of that intentionality, as well as to our changing workplace landscape.

We are doubling down on our commitment to passionately promote and accelerate an emerging generation of Hispanic professionals that are not only skilled and capable, but also empathetic, socially-conscious, agile, and responsive to the rapidly changing world they are being challenged to lead and help elevate.

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Work hard for your goals, be resilient and think outside of the box.
Alejandra Casillas, George Washington University Chapter President

This moment calls for leaders who are willing to grow and inspire.
Maria Ocegueda, California State University, Dominguez Hills Chapter President
October 12, 2020

Dear members, friends, and partners:

Who could have predicted at this time last year just how different our circumstances would be at this year’s conference? Early in 2020, we were thrust into a life-threatening pandemic. Since then, our economy has plummeted and our Hispanic community is bearing the brunt of that decline with the highest unemployment rate in the country. More than 70% of Latino households are reporting financial hardship and more than 60% have lost wages.

Protests demanding systemic change in policing, healthcare, education and immigration policy continue, as do calls to release the people that remain in detention at the border. We have lost key influential civil rights figures and national icons and we are less than a month away from a highly polarizing presidential election.

It has been an extremely trying year. And yet, the network jumped right into action. Prospanica Chapter leaders, members, Staff and Board continued to support Latino professionals with professional development programs, multi-chapter events and skill-building and job searching opportunities.

The National Office also went above and beyond, transitioning to all virtual programming, creating 13 new programs and adding Instagram and Facebook Lives, Cafecitos, and leadership webinars.

Perhaps most poignantly, we launched the Prospanica Center for Social Justice, an initiative created to support our community’s ability to have critical conversations about social change.

Despite the multiperspective perspectives in our network, one unifying factor has propelled us: our love for our community and commitment to our mission. What could have been a year of delay has in many ways become a year of progress.

This year’s event features a new focus on DEI programming, pre-event activations, enhanced optional programming for seasoned professionals, segmented recruiting, health and wellness openers, and Conference Cohorts.

We hope that every detail that we planned with care supports your experience. Enjoy every moment as we kick off, “Generación Líder: Transforming Companies, Advancing Community.”

Thomas Savino
Chief Executive Officer, Prospanica
Valued attendee,

Congratulations on making a great decision to attend the Annual Conference, this year titled, Generación Líder.

The tagline of our conference identifies what we are being called to become: the generation that will lead the globe into “the new normal,” both in business and in our society. Most of us believe that to be un Líder and practice leadership, you must do two things. First, you must make the choice to lead. That choice comes from within. I am certain that you know the feeling I am referring to. It’s that urge to help others just because it is the right thing to do.

Second, you must take accountability for your actions. And although we can always take credit when things go right, it is more important to take responsibility when things go wrong. This will maintain an important balance within you and help keep you centered and humble.

This year’s conference has workshops on equity and identity, career development, leadership, and much more. All are intended to increase your intellectual capital as a business professional for the future. Our programming is also designed to help reignite your motivation to lead and serve—and to advance in your career. We want to fan the flame of long-term career success.

So, make the most of your time at Conference. Participate in all the networking sessions, take the time to meet and connect with fellow leaders from across the country, and work to continue to build a powerful and influential network of business professionals across the nation.

Vamos, Líder!

Julio Rocha
Prospanica Board Chair
Prospanica is the national association of Hispanic MBAs and business professionals. For more than 30 years, we have advocated on behalf of, and founded innovative avenues for, our community to achieve its full educational, economic and social potential. Since 1988, Prospanica has hosted 30 national Conference & Career Expos and delivered hundreds of impactful leadership development programs that provide career enhancement and job seeker connections to top corporations at national and local levels. The organization was founded in 1988 as NSHMBA (The National Society of Hispanic MBAs) with a focus on business management professionals, but in 2016 we broadened our reach, and today we serve all Hispanic business professionals in the U.S.

The Prospanica Foundation focuses on academic advancement, funding educational programs like the Prospanica Foundation Scholarship. Additionally, Prospanica’s University Partnership Program (UPP) connects our members to more than 30 colleges and universities, helping them apply to programs that have a vested interest in increasing and retaining Hispanic enrollment.

“A great leader goes above and beyond to find and provide great resources and opportunities for the community to thrive during hard times. Showing a great sense of adaptability and standing up for your community when it’s needed the most is what makes you different and special as a leader.

Waleska Tidd, Orlando Chapter President

What type of leader does this moment call for? A leader whose bravery is equal to their resilience and hope. Let’s continue to build that leading generation that we long for and continue to demonstrate our ability to contribute to a better world.

Cristian D. Rivera Vélez, University of Puerto Rico at Cayey Chapter President
Our Network at a Glance

Our network spans 25,000 individuals and 47 active local chapters whose board officers work daily to share best-in-class resources, digital tools and more than 175 pipeline-strengthening events each year, as they help build a legacy of securing Hispanic professional representation proportional to our share of the population.

Experience

- 3 - 6 years: 25%
- 7 - 10 years: 20%
- 11 - 15 years: 16%
- <3 years: 10%

Career Fields

- Accounting & Finance: 21%
- Marketing, Media & Communications: 11%
- Information Systems & Technology: 10%

Education Level

- Have Masters or other graduate degree: 50%
- Have Bachelor of Arts or Bachelor of Science: 41%

"Wear your Hispanic/Latinx heritage with pride. We are fighting for equality, not special treatment. Our job is not only to help our base (Hispanic/Latinx), but to show everyone else what our base is about. Let’s be inclusive and welcome everyone that could be an ally. This needs to be a moment of unity. The moment for change is now.

Yuri Ramirez, Oregon Chapter President"

"No other method of ascension will take you higher than that of serving others.

Luis A. Valdez-Jimenez, Esq., M.B.A., Connecticut Chapter President"
Designed to educate, inspire, and connect, Prospanica’s one-of-a-kind conference allows attendees to plug into a national leadership community invested in their long-term success.

Registrants expand their skillset, gain career-enhancing tools, learn from Latino private and public sector leaders, engage with Prospanica Officers, and network with our nation’s most inspiring professional development leaders.

Each year, the Annual Conference features workshops, professional development sessions, the Brillante Awards ceremony and Career Expo. We draw junior, mid-level, senior and executive level professionals and MBAs — as well as current undergraduate and graduate students — and offer partners an unmatched opportunity to discover competitive Latino talent and conduct interviews with candidates already equipped with critical leadership development experience.

Every year, our conference provides the Prospanica Difference, which means our attendees can:

- **Learn Information that Matters**
  By attending workshops on Leadership, Career Development, Effective Communication, Servant Leadership, DEI, and more.

- **Connect with Transformative Leaders**
  By learning from and connecting with our world-class roster of workshop presenters, corporate experts, cultural beacons, and entrepreneurs.

- **Build a Power Network**
  By connecting to the many ambitious, community-driven Latino professionals at all career levels that our conference attracts. Our many networking sessions, meet and greets, and social events foster important windows for participants to grow their professional network and make new friends.

We need *liders* who break generational barriers. Resilience is about continuing to move when faced with adversity, and for us Latinos, there’s only one way to move: *pa’lante*.

Laura Cerda Salceda, University of Illinois, at Urbana-Champaign
## Chapter Presidents

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<th>City</th>
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<td>Atlanta</td>
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<td>Austin</td>
<td>Drew Castillo</td>
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<td>Boston</td>
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<td>Cleveland</td>
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<td>Connecticut</td>
<td>Luis A. Valdez-Jimenez</td>
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<td>Maria Elizabeth Cortez</td>
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<td>Dallas/Fort Worth</td>
<td>Maria Gomez Albrecht</td>
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<td>Denver</td>
<td>Jacqueline Bouvier</td>
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<td>Detroit</td>
<td>Laura L. Chavez-Wazeerud-Din</td>
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<td>Houston</td>
<td>Candice Castillo</td>
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<td>Indianapolis</td>
<td>Matzine Sanchez-Gutierrez</td>
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<td>Kansas City</td>
<td>Tony Waterhouse Leal</td>
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<td>Omaira Jesus</td>
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<td>Louisville</td>
<td>Diana Duran</td>
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<td>Milwaukee</td>
<td>Jesus Maldonado-Reyes</td>
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<td>Minneapolis/St. Paul</td>
<td>Vincent Trovato</td>
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<td>New Mexico</td>
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<td>New York</td>
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<td>North Carolina - CIF</td>
<td>Graciano Beyhaut</td>
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<td>Waleska Tidd</td>
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<td>Luis Armando Morales Reyes</td>
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<td>San Antonio</td>
<td>Ana “Lizzy” Cenoz</td>
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<td>Silicon Valley</td>
<td>Claudia Sloan</td>
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<td>Seattle</td>
<td>Stephanie Otero</td>
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<td>South Carolina</td>
<td>Elvia Pacheco-Flores</td>
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<td>South Florida</td>
<td>Laz Mederos</td>
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<td>Tampa Bay</td>
<td>Mercedes Howard</td>
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<td>Washington DC</td>
<td>Michelle Rhodd</td>
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### University Chapters

- Cal State LA
  - Cesar Aranda

- California State University, Dominguez Hills
  - Maria Ocegueda

- Drexel University
  - Brandon Cisneros

- George Washington University
  - Alejandra Casillas

- Northeastern Illinois University
  - Leslie Guzman

- University of Central Florida
  - Edwin de la Rosa

- University of Illinois at Urbana-Champaign
  - Laura Cerda

- University of Puerto Rico at Cayey
  - Cristian D. Rivera Vélez
Due to the challenges of COVID-19, Prospanica Staff, Chapter Officers, and Board worked hard to offer a feasible and safe way to bring us all together for Conference.

Because of this joint effort, we will be able to gather completely online for “Generación Líder”: a Virtual Experience!

Along the way, we had some happy discoveries. Going virtual offered us the opportunity to come together conveniently and EXPAND our programming. It also challenged us to be more creative and reminded us that new possibilities come with doing things differently.

What’s new in 2020!

- **Pre-Event Activations**
  New company informational and specialty sessions to help attendees prepare for the event and find job opportunities.

- **New and Timely Content**
  We developed a new Equity & Identity Track to increase our participants’ understanding of Diversity, Equity and Inclusion practices during a time of social evolution in the workplace. The workshops in this track will cover topics like allyship, identity, pronouns, and more.

- **Segmented Growth and Job Search Opportunities**
  This year, we are offering three full days of professional development and two days of segmented recruiting at the Virtual Career Fair.

- **New Ways to Stand out as a Candidate!**
  Prequalifying questions and the ability to engage in one-on-one chats using text, audio, or video will help you showcase your personal brand.

- **Easy Online Access!**
  To maximize access, this year’s event will be hosted via one convenient site to access both the Encaptiv & Brazen platforms.
The Prospanica Foundation advances Hispanic success by providing development opportunities through educational programs and awarding scholarships through the Prospanica Foundation Scholarship Program. To date, Prospanica and its partners have awarded over $20 million in scholarships to undergraduate and graduate students pursuing business degrees.

We encourage Conference attendees to help us continue to make a difference by donating today!

**2020-2021 Scholarship Recipients**

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<tr>
<th>Name</th>
<th>Scholarship Recipient</th>
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<tr>
<td>Natalia Gonzalez Moreno</td>
<td>Daniel Herrera</td>
<td>Katherine Morales</td>
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<td>Beau Muniz</td>
<td>Juliana Escobar</td>
<td>Marleny DeLeon</td>
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<td>Alexandria Castañeda</td>
<td>Melissa Evy</td>
<td>Omaira Jesus</td>
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<td>Carmen Albert</td>
<td>Bryan Candelario Románv</td>
<td>Michelle Dhansinghani</td>
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<td>Maximiliano Costa</td>
<td>Erika Gomez</td>
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**Prospanica Foundation Scholarship Program Donors**

- BSI Group America, Inc.
- Charles Schwab
- Express Employment Professionals
- Farm Credit Bank of Texas
- Flagstar Bank
- John Deere
- UPS Foundation
- Vrbo
- 3M
- Henkel Corporation
INTRODUCING THE

CENTER FOR SOCIAL JUSTICE

More than 30 years ago, our founders came together to form Prospanica and help bridge the gaps in equity that were preventing Hispanic Americans from advancing fully in their careers. Since then, the private sector has made some strides in improving access to opportunity, but inequality persists — and it continues to harm minority professionals.

Today, Prospanica’s operations remain focused on advancement, striving to grow in influence as a positive force in social change, helping to provide solutions, bridge gaps, and encourage progress. But, admittedly, the path for our politically-diverse membership to achieve that goal — and to do so in a rapidly changing environment — is still being forged.

However, just because we are still learning and solution-seeking does not mean that we cannot take positive steps forward. We are determined to keep moving; and as a first step, we are investing in the creation of The Prospanica Center for Social Justice (PCSJ).

PARTNER WITH US TO ADVANCE CIVIL DISCOURSE

MISSION

The chief cultural mission of the Center will be to improve our ability to have critical conversations about social justice issues as a diverse and multi-faceted community. We want to encourage civil discourse, and make it easier and more available.

To launch this initiative, we have partnered with two social justice experts and leaders to offer a virtual space for dialogue, knowledge-sharing, and collective action:

Dr. Laura Quiros

and

Dr. Damyn Kelly

In this initial phase, we are committed to three actions: listening, learning and exploring.
**THEMES**

- DACA and Immigration Reform
- The Afro Latino Experience
- Black Allyship
- The Black Lives Matter Movement
- Trust-Building and Intercultural Communication
- Colorism in Latino History
- Inoculating the Impact of COVID-19
- The Vulnerability of Latinos in a COVID-19 and Post-COVID-19 World

**WE’RE CASTING A WIDE NET**

We are actively seeking partners — public relations firms, universities, diversity champions in the corporate sector, research firms and think tanks — to help us make the Center’s offerings widely available.

**RESEARCH**

Through the Center, Prospanica’s purpose will expand to provide research-driven dialogue that will facilitate conversations with people across the political spectrum, specifically among those at the intersection of business and education.

**TRAINING**

Once we are equipped with credible and academically-based learnings, we will invest in developing a curriculum that will include webinars and workshops, self-study and a series of ongoing social justice conversations that will allow us to frame the conversation in an inclusive and honest way.

We are particularly interested in helping our Chapter leaders, members, and corporate partners who are actively working in the field of Diversity, Equity and Inclusion to become equipped with this skillset.

**DIALOGUE**

We also want to help answer the question: how do we navigate tense conversations when we don’t all agree, and still move forward in unity? We want to build tolerance, from a Hispanic/Latino/Latinx perspective, even as we address feelings of resentment and resist the temptation to disengage from those who view things differently.

**LOOKING TO THE FUTURE**

Historically, our socially-conscious efforts have primarily occurred through our partnerships with fellow professional development organizations. With the creation of the Center, we take a small but important step toward the type of bold, sustained action required to successfully address inequity and achieve true social justice.

Thomas Savino

Will you join us in this effort? Please email us at Info@Prospanica.org to set up a time and discuss ways to get involved.
Thursday, October 1
Noon - 12:30 pm  
9 Minutes to Show Your Authentic Self with Impact  
Presented by Minué Yoshida & Angie Ogando

Wednesday, October 7
Noon - 12:30 pm  
Ace Your Framework for a Consulting Case Interview  
Presented by Peter Khusnitdinov

Sunday, October 11
Starts at 10:00 am  
Platform Open House  
Prep by learning how to navigate the system and familiarize yourself with the agenda, sessions, networking spaces, and more!

Monday, October 12
10:40 - 10:55 am  
Cafecito Welcome

11:00 - 11:45 am  
Professional Development Breakouts  
(4 Concurrent Sessions)

- **EQUITY & IDENTITY**  
  DEI Leadership Skills Are Crucial To Your Career. Learn Why!  
  Presented by Deanna Singh

- **LEADERSHIP**  
  Stepping Into Your Powerful Brand of Leadership - Five Characteristics For Today's Bold Leaders  
  Presented by Ivette Mayo

- **CAREER DEVELOPMENT**  
  Cultivating Clarity and Confidence to Pursue a Values-Based Career  
  Presented by Vasavi Kumar

- **CAREER DEVELOPMENT**  
  Owning Your Career - Forward Together  
  Presented by America Baez, Manuel Zapata, Ana Aguilar, Javier Oyanedel, Susie Corona  
  Sponsored by Verizon

“It is imperative to be inclusive and make equitable decisions on all levels. A great leader will earn the trust of their community through their actions, words, and changes.”  
Maria Elizabeth Cortez, Columbus Chapter President
Monday, October 12

11:50 am - 12:35 pm  
**Keynote Panel on Equity, Identity, & Breaking Paradigms**  
Presented by Elisa Villanueva Beard, Rosanna Durruthy, Leana Nakielski, Victor Arias

12:50 - 1:50 pm  
**Networking Lounge**

4:00 - 4:30 pm  
**Cohort Conversations**  
Connect and debrief with your Conference Cohort!

Tuesday, October 13

6:00 - 7:00 am  
**Prospanica Health and Wellness Session**  
Featuring movement expert and trainer Karla Medina  
Recording playable anytime

9:30 - 10:00 am  
**Cafecito con Prospanica: Coaching Your Team**  
Presented by Elena Aguilar

11:00 - 11:45 am  
**Professional Development Breakouts**  
(*3 Concurrent Sessions*)

  **EQUITY & IDENTITY**  
  *Am I Latinx Enough?: Appreciating Our Complex Identities and Fostering Inclusion for Ourselves and Others*  
  Presented by Dr. Bernardo Ferdman

  **LEADERSHIP**  
  *Storytelling for Connection: Remaining Genuine in the Age of Information Overload*  
  Presented by Ivón Rodríguez

  **CAREER DEVELOPMENT**  
  *#Decoded: Tips and Tricks to Land Your Dream Job in Tech*  
  Presented by Catalina Peña

11:50 am - 12:35 pm  
**Professional Development Breakouts**  
(*3 Concurrent Sessions*)

  **EQUITY & IDENTITY**  
  *Allyship: Disrupt the Status Quo*  
  Presented by Dr. Laura Quiros, Dr. Damyn Kelly, Will Davis

  **LEADERSHIP**  
  *Utilizing Your Emotional Intelligence During Uncertain Times*  
  Presented by Dr. Jorge Cherbosque

  **CAREER DEVELOPMENT**  
  *Committed Influence (1 of 2)*  
  Presented by Michael Landers

12:50 - 1:35 pm  
**It Starts with You: Owning Your Seat as a Leader**  
Presented by Cesar Pinzon  
Sponsored by American Family Insurance

2:45 - 4:00 pm  
**Emerging Leaders Series for Undergrads & Recent Grads (1 of 2)**  
Presented by Yorka Velasco-Caballero & Sam Caballero  
This workshop requires a separate registration. See website for details.
Wednesday, October 14

6:00 - 7:00 am  
**Prospanica Health and Wellness**  
Featuring a guided meditation on uncovering your core values, by licensed therapist and coach Vasavi Kumar. Recording playable anytime.

10:15 - 11:00 am  
**Professional Development Breakouts**  
(4 Concurrent Sessions)

**EQUITY & IDENTITY**  
Pronoun Competency Workshop  
Presented by Manny Velásquez-Paredes

**LEADERSHIP**  
Unleashing Your Authentic Magic Within  
Presented by Tatiana Quaife

**CAREER DEVELOPMENT**  
Know Your Worth!  
Presented by Joelle Murchison

**CAREER DEVELOPMENT**  
Stand Out from the Crowd and Certify Your Language Skills with Language Testing International  
Presented by Lisa March, Delpha DiGiacomo, Luis Valdez Jimenez

11:15 am - 12:15 pm  
**The 2020 Brillante Awards**  
Keynote: Mariana Atencio

12:30 - 1:15 pm  
**Professional Development Breakouts**  
(4 Concurrent Sessions)

**EQUITY & IDENTITY**  
Becoming Comfortable and Empowered in an Uncomfortable World  
Presented by Valeria Aloe

**LEADERSHIP**  
Master Your Brainstorming for a Consulting Case Interview  
Presented by Peter Khusnitdinov

**CAREER DEVELOPMENT**  
Influencing the Minority/Majority (2 of 2)  
Presented by Michael Landers

**CAREER DEVELOPMENT**  
Making a Business Impact through Your ERG  
Presented by Leticia Ferri, Tony Rodriguez, Isaias Zamarrip, Romy Bury, Paula Cabrera-Urena, Daniel Salinas-Garcia  
Sponsored by Bristol Myers Squibb

2:30 - 4:30 pm  
**Reframing Psychological and Cultural Barriers in Negotiations (1 of 2)**  
Diversity Leadership Workshop. Presented by Dr. Laura Muñoz  
*This workshop is for participants with 7+ years of professional experience only. It has a separate cost and registration from the conference. See website for details.*

4:00 - 4:30 pm  
**Cohort Conversations**

“During this pandemic, you need the type of leader that can see the problem and address it adequately; someone who is compassionate, courageous, responsible, trustworthy, and has integrity.”  
Sol Vazquez, Philadelphia Chapter President
Thursday, October 15

Thursday’s Career Fair segments are both for Undergrad/MBA students/Early Career.

9:30 - 10:00 am
Cafecito con Prospanica with Kohl’s
Presented by Maria Garcia

10:00 am - Noon
Career Fair - Members Only

Noon - 4:00 pm
Career Fair - All Attendees

2:30 - 4:30 pm
Reframing Psychological and Cultural Barriers in Negotiations (2 of 2)
Diversity Leadership Workshop. Presented by Dr. Laura Muñoz
This workshop is for participants with 7+ years of professional experience only. It has a separate cost and registration from the conference. See website for details.

Friday, October 16

Friday’s Career Fair segments are both for Experienced to Seasoned Professionals.

10:00 - 11:00 am
Career Fair - Members Only

11:00 am - 4:00 pm
Career Fair - All Attendees

1:00 - 2:30 pm
Emerging Leaders Series for Undergrads and Recent Grads (2 of 2)
Emerging Leaders Series for Undergrads and Recent Grads*
Presented by Yorka Velasco-Caballero & Sam Caballero
Separate registration required. This workshop is free but for Conference attendees only. See website for details.

4:00 - 4:30 pm
Farewell Happy Hour!

The COVID-19 pandemic has significantly impacted the Latino community. However, our resilience is stronger than ever. During these challenging times, we need leaders who can guide others during a crisis and ensure that diversity, equity, and inclusion remain a top priority.

Brandon Cisneros, Drexel University Chapter President

Different times call for different leadership styles, and right now, we need inspirational leaders to continue running through the fire and help elevate their teams to achieve success. We have to stand strong and united to thrive during the ‘new normal’.

Laz Mederos, South Florida Chapter President
Speakers

Elena Aguilar
Founder and President of Bright Morning Consulting

Valeria Aloe
Founder of Abundancia Consciente

Víctor Arias
Managing Director at Diversified Search

Mariana Atencio
Journalist, speaker, author, & Co-founder of “Go Like”

America Baez
Talent Acquisition Leader - Diversity & Inclusion at Verizon

Elisa Villanueva Beard
Chief Executive Officer of Teach For America

Romy Bury
Worldwide Value Access Strategy, Immunology & Fibrosis Commercial Leadership Development Program of Bristol Myers Squibb

Sam Caballero
Co-Founder of Relego Group

Yorka Velasco-Caballero
Co-Founder of iEmpower.org

Dr. Jorge Cherosque
Psychologist at The Emotional Intelligence & Diversity Institute

Delpha DiGiacomo
AVP for a Fortune 100 company

Rosanna Durruthy
Head of Global Diversity, Inclusion and Belonging, LinkedIn

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**Speakers**

- **Dr. Bernardo Ferdman**
  Principal of Ferdman Consulting

- **Leticia Ferri**
  OLA Lead of Bristol Myers Squibb

- **Daniel Salinas-Garcia**
  Director US Oncology Customer & Market Insights of Bristol Myers Squibb

- **Luis A. Valdez-Jimenez**
  Attorney, Contracts Manager, and Negotiator

- **Vasavi Kumar**
  Licensed Therapist, Coach, Speaker

- **Dr. Damyn Kelly**
  President and CEO of Lutheran Social Services of NY

- **Letícia Ferri**
  OLA Lead of Bristol Myers Squibb

- **Peter Khusnitudinov**
  Personal Coach

- **Vasavi Kumar**
  Licensed Therapist, Coach, Speaker

- **Michael Landers**
  Founder & President of Culture Crossing, Inc.

- **Ivette Mayo**
  CEO of Yo Soy I AM, LLC

- **Dr. Laura Muñoz**
  Associate Professor of Marketing with the Satish and Yasmin Gupta College of Business at the University of Dallas

- **Joelle Murchison**
  Founder & Principal at ExecMommyGroup LLC

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Speakers

Leana Nakielksi
Strategic Partnerships Director with American Family Insurance

Angelica Ogando
Founder & CEO of the Enriched Mind LLC

Manny Velásquez-Paredes
Director, Student Affairs at The University of North Florida

Catalina Peña
Founder & Career Coach of Catalyst Creation

Cesar Pinzon
Sales and Service Operations Vice President of American Family Insurance

Tatiana Quaife
Founder of Super Mindset LLC

Dr. Laura Quiros
Associate Professor of Social Work at Adelphi University

Ivón Rodríguez
Founder & VP of Marketing & Engagement at The 360 Group

Tony Rodríguez
Associate Director, Strategy & Business Operations of Bristol Myers Squibb

Deanna Singh
Founder & Chief Change Agent at Flying Elephant

Paula Cabrera-Ureña
Vice President and Head of IT User Experience of Bristol Myers Squibb

Minué Yoshida
Founder of Yoshida Consulting LLC

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Speakers

**Isaias Zamarripa**  
Director, Strategy and Operations, People Business Resource Groups of Bristol Myers Squibb

**Manuel Zapata**  
Director of Technology Development at Verizon

**Ana Aguilar**  
Retail Sales Director, Verizon

**Javier Oyanedel**  
Director of Marketing, Verizon

**Susie Corona**  
Lead of the Hispanic segment within the Strategic Segments team at Verizon

**Will Davis**  
Member of the SHPE National Board of Directors

Latinos/Latinx are the fabric of America. Our community brings deep roots, strong values and a multifaceted culture that brings people together to share a journey and vision that can lead to infinite possibilities.

*Teresa Hernandez, New York Chapter President*

We are living in times that call for adaptable leadership. Daily, we are surrounded by situations that call for an empathetic and innovative approach, while keeping abreast of social justice, equity, and diversity. I see our community as true warriors. We fight daily for a better legacy for the future generation.

*Candice Castillo, Houston Chapter President*

Today’s leaders need to focus on the adaptiveness to maintain the skills and practices to continue to serve their community, the ability to retire those that skills when they are no longer effective and the resilience to grow their skillsets to serve better every day.

*Drew Castillo, Austin Chapter President*
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虽然 los Latinos somos luchadores，它并不容易成为韧性的人... 让我们变得友好，富有同情心和支持彼此。

Claudia Sloan，硅谷分会主席

虽然 los Latinos somos luchadores，它并不容易成为韧性的人... 让我们变得友好，富有同情心和支持彼此。

Beth Marmolejos，新泽西分会主席

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PHOTO: Leticia Ferri, Bristol Myers Squibb’s Organization for Latino Achievement People and Business Resource Group Lead.
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At Henkel, we continue to further strengthen our diversity and inclusion programs to do our part in advocating for positive change in our communities.

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We want to thank Prospanica for the pivotal role the organization has played in championing diversity and inclusion and empowering visionaries from all backgrounds.

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In times of crisis and uncertainty, we need leaders that can recalibrate and clearly state how they will meet the challenges presented to them. What others might see as a challenge, a true leader will see as an opportunity to change, adapt and evolve.

Eduardo Ramirez, San Francisco Chapter President

If 2020 has taught us anything, it is how to persevere under extreme conditions. As a leader in the LatinX Community, I must lead with a voice that calls for unity and equality.

Laura L. Chavez-Wazeerud-Din, Detroit Chapter President

You are capable of doing everything you want to do, if you believe in yourself.

Luis Armando Morales Reyes, Puerto Rico Chapter President
See you next year!

2021

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