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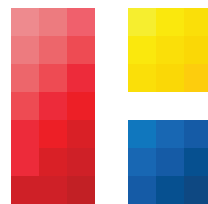


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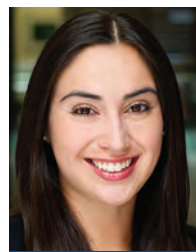
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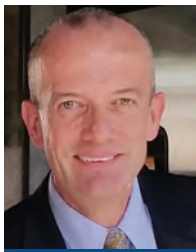
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TAYDE ABURTO
 President
 Hispanic Chamber of E-Commerce

Tayde Aburto is the President of the Hispanic Chamber of E-Commerce. Aburto is a savvy, forward-looking business consultant and leader who is highly regarded for helping small businesses grow while managing multi-million-dollar budgets to generate millions in revenue for industry-leading clients. He is the founder of the Digital Economy Alliance and the CEO of the U.S. Business Association of E-Commerce. With a proven track record of investing in marketing campaigns that have generated millions in sales for clients, his expertise as a business coach enables him to offer tailored solutions for small businesses that are seeking sustainable growth and profit maximization. As an active investor in Mexico's burgeoning digital economy, he has supported a digital platform that promotes growth and connects businesses. He can be reached at tayde.a@taydeaburto.com or 858-768-2483.



PATRICIA ALVAREZ DE LOS COBOS
 President & CEO
 Energy Communications Corp.

Patricia Alvarez de los Cobos is the President and CEO of Energy Communications Corp. She is a visionary entrepreneur with a three-decade legacy at the Emmy-winning multimedia company. Her leadership in media, marketing and advertising has been combined with an extraordinary service to the community, supporting organizations all over the south county, from Mana de San Diego to the SCEDC to the SD Regional Chamber of Commerce. On Aug. 7, 2023, Alvarez de los Cobos was sworn in as a member of the Chula Vista Measure A Citizens' Oversight Committee. Last July 11, 2023, was proclaimed as Patricia Alvarez Day in the City of Chula Vista as an acknowledgment to her work and contributions to the business community as Chair of South County Economic Development Council. She can be reached at <mailto:patricia.alvarez@xewt12.tv> or 619-585-9398.



CRISTIANO AMON
 President and CEO
 Qualcomm Incorporated

Cristiano Amon is President and CEO at Qualcomm Incorporated. He began his Qualcomm career in 1995 as an engineer. During his tenure, he has guided the development of Qualcomm's 5G strategy as well as its acceleration and global rollout. He also initiated the expansion and diversification of the business to serve multiple industries. Since being named CEO in 2021, Amon has driven Qualcomm to new heights, positioning the company for \$700 billion in growth over the next decade. Under his leadership, Qualcomm enables next-generation experiences and paves the way for digital transformation of industries everywhere. Qualcomm is expanding its leadership in on-device AI, connectivity, and high-performance and low-power computing to enable billions of smart devices to be reliably connected to the cloud 100% of the time. The company's record quarterly revenues reflect Amon's contributions to its success.



ADRIANA AVINA
 VP, Regional Banking
 District Manager
 Wells Fargo Bank

Adriana Avina is a VP, Regional Banking District Manager at the Wells Fargo East San Diego District. With 20 years of experience in banking, Avina has held different positions in Wells Fargo such as being a teller, personal banker and an assistant manager. During her 14 years of experience as a manager within the company, she has overseen several locations in the San Diego area where she has served the region's Latino populations. Born in Los Angeles and raised by Mexican parents, Avina is very passionate about her roots and heritage. She enjoys many ways of giving back to her community, including teaching financial literacy to neighborhood residents and serving for three years as an executive leader within the San Diego Latin Connection Chapter which has more than 365 members. She can be reached at 619-902-1296 or adriana.avina@wellsfargo.com.



NADIA BERMUDEZ
 Shareholder
 Klinedinst PC

Nadia P. Bermudez is an employment and business litigation attorney at Klinedinst PC. She represents businesses, public agencies, and individuals in state and federal courts in a wide range of employment matters such as harassment, discrimination, retaliation, wage and hour compliance, wrongful termination, defamation, trade secrets cases and ADA litigation. In 2021, she was appointed by the San Diego Superior Court to serve on the Anti-Bias and Legal Equality Committee (ABLE). In 2019, Bermudez was appointed by Governor Gavin Newsom to serve on the Regional Judicial Selection Advisory Committee for the evaluation of judicial applicants. The same year, she was selected to serve as Chair of the Merit Selection Panel for the Southern District Court of California. She is a past-President of Lawyers Club of San Diego and a past-President San Diego La Raza Lawyers Association.



REGINA BERNAL
 Strategic Inclusion Director
 Connect

Regina Bernal is the Strategic Inclusion Director at Connect. She is an energetic force and advocate for inclusive innovation in the San Diego region. She leads the organization's work to provide access and support to more diverse innovation through the pillars of founder support, talent development and organizational leadership. She led the launch and continues to lead XEO, a much-needed program in the region to support the elevation of diverse innovation talent to levels of strategic decision-making power. Her work at USD helped major investments at USD's Knauss School of Business, bringing additional business-focused resources to city's higher education system. She is a leader in cross-border relations and supports the cooperative development of the binational region. She is a USD graduate and has spoken on the TEDx stage about binational entrepreneurship and leadership.



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**Congratulations
Norma Diaz!**

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NATASHA O. BOWMAN
Chief Human Resources Officer
Arcturus Therapeutics

Natasha Bowman is the SVP, Head of Human Resources at Arcturus Therapeutics. Arcturus Therapeutics is a global late-stage clinical messenger RNA medicines and vaccines company focused on the discovery, development and commercialization of therapeutics for rare diseases and vaccines. Bowman and her team have launched culture, diversity, and inclusion initiatives. Prior to Arcturus, she held positions at Pfizer, ACADIA Pharmaceuticals and Althea Technologies. She is active in the community, serving on a variety of non-profit boards. She is currently Board President at the Grossmont Symphony & Master Chorale Friends of Music. She is Chair of the San Diego Girl Scouts Board of Directors. She has been a volunteer with Girl Scouts since 2002, holding positions of troop leader, trainer, service unit manager and a service unit team member. She can be reached at natasha@arcturusrx.com or 619-218-8533.



CAROLINA BRAVO-KARIMI
Managing Partner
Wilson Turner Kosmo

Carolina Bravo-Karimi is Managing Partner of Wilson Turner Kosmo. In her role at one of Southern California's largest women-owned law firms, she's served as an employment litigator, workplace investigator and advocate for diversity, equity and inclusion in the law, business and society. She is sought out for investigations requiring Spanish fluency and intercultural competence. She leads a team of 10 associates in conducting investigations for SDG&E. Last year, her WTK team conducted 30 investigations. For years, the University of California Board of Regents relied on her to represent the interests of the UC system in high-profile, high-stakes employment litigation matters. She is vice chair of the Fleet Science Center's Board of Trustees and the immediate past president of the University of San Diego School of Law's Alumni Board. She can be reached at 619-236-9600 or cbravo-karimi@wilsonturnerkosmo.com.



ADRIANA BRUNNER
Director of Business Development
My Point Credit Union

Adriana "Adri" Brunner is the Director of Business Development for MyPoint Credit Union. She has more than 26 years of experience in banking, business development, marketing, PR and partnership development. During her career, she has offered more than 600 financial literacy workshops in English and Spanish and has worked closely with the small business community through education, activism and leadership. One of her biggest passions has been positively influencing Latina middle and high school students, professionals and business owners through her role at MANA of North County. She's received several awards, including the National City Chamber of Commerce's volunteer of the year award in 2021 and 2022 and the Filipino American Chamber of Commerce's community educator of the year award in 2021. She can be reached at 858-243-7471 or abrunner@mypointcu.com.



TIAGO CARNEIRO
CEO / Owner
NOVO Brazil Brewing Company and NOVA Kombucha

Tiago Carneiro is the CEO and Owner of NOVO Brazil Brewing Company and NOVA Kombucha. He is a visionary leader who is shaping the beverage industry. In 2022, NOVA Kombucha became California's No. 3 brand, while NOVO Brazil Brewing expanded to 12 international markets. His commitment to job creation led to over 100 positions in the South Bay region. His community engagement includes partnerships with Snapdragon Stadium and the San Diego Wave FC soccer team. His relentless pursuit of quality is evident in NOVA Kombucha's multiple awards. As a finalist for the EDC's MetroConnect prize, he showcases industry influence and innovation. In November 2022, NOVO Brazil Brewing Company opened a new location in Imperial Beach, further enriching the local economy. Additional expansion plans include Mission Valley, San Diego, and San Antonio, Texas, in 2023.



MONIQUE CASELLAS
Director of Development
UC San Diego

Monique Casellas is a Director of Development with the Rady School of Management at UC San Diego. As a philanthropic advisor, she has been a critical leader in growing the school's cross-border relationships. Casellas encouraged the first-ever MBA student and faculty immersion from the Rady School to Baja California, where students and faculty visited companies across the border, visited the CBX and learned about its operations, attended a tour at Valle de Guadalupe's wine country to learn about sustainability and visited Ensenada's port to learn impressions about logistics and the importance of the Cali-Baja region. Since then, it has been a school priority to continue these critical immersion programs. As an International Advancement expert, she began her career in the development world by creating philanthropic partnerships at MIT. She can be reached at mcasellas@ucsd.edu.



CAROL CASTILLON
Regional Center Director
St. Paul's PACE

Carol Castillon is Regional Center Director for St. Paul's PACE. She brings more than 22 years of extensive experience and proven success in organizational development and change management to St. Paul's Program of All-inclusive Care for the Elderly (PACE). Castillon led efforts to expand services to San Diego's most frail, at-risk seniors by piloting the first mobile clinic which allowed at-risk seniors access to medical care in their home or place of residency. She also drove initiative in expanding the clinic and its services to North County by opening up St. Paul's PACE Encinitas. Before joining St. Paul's PACE, she worked with the County of San Diego where she successfully led countywide initiatives including the Coordinated Care Initiative, Dual Demonstration Project and assisting to develop San Diego's Whole Person Wellness program. She can be reached at ccastillon@stpaulspace.org or 619-677-3856.



Congratulations

To our
Chief Diversity & Inclusion Officer

NANCY MALDONADO

for being selected as one of the
Top 50 Latino Business Leaders
of Influence!



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*Thank you,
and Congrats!*



We are delighted to honor the outstanding accomplishments of our CEO, Cesar Enciso, who has earned the prestigious title of a 2023 Latino Leader of Influence. Cesar stands as a shining example of an individual from a diverse background who has triumphed over challenges to establish a flourishing enterprise at EVOTEK.

Cesar's enduring mantra of being "comfortable being uncomfortable" is a testament to his resilience and success as a visionary founder, a charismatic leader, a devoted father, and a steadfast friend. Cesar, we wholeheartedly express our gratitude for your invaluable contributions to both our organization and the Hispanic community. Your accomplishments and support continue to open doors within our organization, the broader business community, and the philanthropic causes you champion.

Sincerely,
EVOTEK





ELIZABETH (LISA) CUESTAS
 CEO
 Casa Familiar

Elizabeth (Lisa) Cuestas is CEO at Casa Familiar, where she has worked for 20 years. The embodiment of an emerging Latina leader, Cuestas is a Fronteriza - raised along the U.S./Mexico border. Her mother is from Ciudad Juarez and her father from Arizona. Her parents and grandparents taught her the importance of community and the notion of rising by uplifting others. She has committed her life in service to her communities and this trajectory has led to become the CEO for Casa Familiar, a community service and development agency that ensures that residents of San Ysidro and the South Bay have a leading role in the development and sustainability of their community. She also serves as a board member for the think tank San Diego Regional Policy & Innovation Center. She can be reached at lisac@casafamiliar.org or 619-428-1115.



ANNIE DEL RIO
 Minority Business Development Specialist
 Balfour Beatty Construction

Annie del Rio is Minority Business Development Specialist at Balfour Beatty Construction. Del Rio is an expert in elevating minority business development, including Disabled Veteran Business Enterprise and minority- and women-owned business and enterprise programs, within the construction industry for more than 14 years. A teammate of Balfour Beatty since 2019, she has been a relentless ally in championing diversity, equity, and inclusion initiatives on project sites in San Diego. She founded Balfour Beatty's Hispanic employee affinity group SOMOS representing Hispanic/Latin teammates where she serves as chair in California and plays an integral role in its mission of unifying cultures, promoting inclusiveness and inspiring change. She is passionate about expanding diversity, equity and inclusion initiatives within the construction industry both in personal and professional environments. She can be reached at adelrio@balfourbeatty.com or 619-380-8437.



NORMA DIAZ
 Chief Executive Officer
 Community Health Group

Norma Diaz is Chief Executive Officer at Community Health Group. Norma A. Diaz is the Chief Executive Officer of Community Health Group, the oldest nonprofit Medi-Cal health plan in San Diego County. Norma began her career in health care as a teenager through a school-work program at the San Ysidro Health Center. As a child, Norma was a proud Girl Scout; she participated in leadership trainings and programs, which she credits Girl Scouts for instilling discipline in her life at an early age. When she was 16, Diaz was named the first teenage board member of the San Diego YWCA. She remains committed to giving back, serving many local organizations, including MANA de San Diego, where she enjoys the opportunities for professional networking, mentoring young women and encouraging education. She can be reached at ndiaz@chgsd.com or 619-806-7930.



CESAR ENCISO
 CEO and Founder
 EVOTEK

Cesar Enciso is founder and CEO at EVOTEK. Enciso is a 25-plus-year technology veteran with a long track record of leadership across many different facets of business. Beginning his career as an Account Manager at leading tech firms ADP, Cisco, Veritas and Symantec, he worked tirelessly to support the most complex challenges inside the Fortune 500 customers he served. Following his tenure on the software and hardware manufacturers, he worked as GM for San Diego for system integrator Trace 3, where he tripled the business in 18 months. Following Trace3, he pioneered a new business for Technologist by opening up businesses in Arizona, Nevada and San Diego, which achieved more than \$40 million in revenue within 24 months. In 2014, Cesar founded EVOTEK, which will deliver over \$500 million in its eighth year in existence.



PATRICIO A. FRIAS, MD
 President & CEO
 Rady Children's Hospital-San Diego

Patricio A. Frias, M.D., is president and CEO of Rady Children's Hospital-San Diego, where he leads the largest children's hospital on the West Coast. Dr. Frias championed the development of Rady Children's Office of Diversity, Equity and Inclusion and advocated for the development of Rady Children's first Latinx Employee Resource Group with the goal of ensuring that the perspectives and priorities of all people are reflected in the Hospital's goals. He also provided oversight to Rady Children's Diversity, Equity and Inclusion Council, which was created to further the mission, vision and values of Rady Children's Hospital and provide recommendations to Senior Leadership on subjects related to strengthening diversity, equity, inclusion, accessibility and belonging across Rady's. Born in Concepción, Chile and fluent in Spanish, Frias is a consistent and powerful voice for all people he serves.



ANTOLIN GARZA
 Executive Director
 JP Morgan Private Bank

Antolin Garza is executive director at JP Morgan Private Bank. Garza partners closely with affluent and successful clients in San Diego County, whose scopes of wealth demand experienced and multifaceted advisory services to address their complex needs. His tenure across traditional and alternative investments helps establish a road map toward their important financial goals. Antolin leverages his institutional background, investment acumen and market awareness to oversee clients' investment portfolios and make recommendations that align with their objectives and interests. As a longtime, deeply networked resident of San Diego, Antolin understands the region's multicultural dynamics. His natural ease in establishing genuine relationships enables him to respond with best-in-class guidance and support. Over his 15 years in the industry, he has served the needs of ultra-high-net-worth individuals, endowments, intermediary channels, large asset owners and retail distribution outlets.



Congratulations from Seismic

Seismic is proud to recognize and celebrate the **Top 50** Latino Leaders of Influence.

Headquartered in San Diego, Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth. To learn more, please visit seismic.com to see how we empower customer-facing teams with the skills, content, tools, and insights to delight clients and grow their business.

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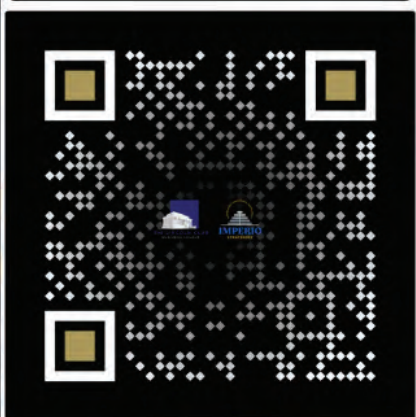
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AN EXPERT IN LATINO
VOTER OUTREACH

2023 LATINO LEADERS OF INFLUENCE HONOREE

SCAN ME



“AS THE SON OF IMMIGRANT PARENTS FROM MEXICO, REPRESENTING THE LATINO COMMUNITY HAS ALWAYS BEEN A PRIORITY. BORN AND RAISED IN CHULA VISTA, IT’S BEEN AN HONOR TO QUARTERBACK SUCH A PRESTIGIOUS AND INFLUENTIAL INSTITUTION HERE IN SAN DIEGO.”

- VICTOR ALFREDO LOPEZ, EXECUTIVE DIRECTOR

**OSCAR GOMEZ**

Chief Operations Officer
 Ronald McDonald House
 Charities of San Diego

Oscar Gomez is Chief Operations Officer at Ronald McDonald House Charities of San Diego. A decorated U.S. Marine Corps veteran, Gomez brings his life experience as a son of immigrants, a social worker and as a parent to his role at RMHC-SD. He serves as vice chair for the board at Episcopal Community Services, sits on the steering committee for Alliance for Regional Solutions, and is a member of the global advisory team on DEI with RMHC. He builds relationships within the organization to ensure an effective and well-rounded team working toward a common mission, to provide a "home away from home" for families with a hospitalized child. Gomez has brought new impactful relationships to RMHC-SD including partnering with a Head Start program to care for the children of guest families ages 0 to 5.

**CYNTHIA GONZALEZ**

Senior Marketing Director
 NewMark Merrill Companies

Cynthia Gonzalez is Senior Marketing Director at NewMark Merrill Companies. Gonzalez is a true marketing leader, working for the NewMark Merrill company's San Diego division of 32 shopping centers. Gonzalez, with dual B.A. degrees in Communications and Spanish, and an M.A. in management, has had an impressive career path that includes strategic positions at television and radio stations, managing marketing and communication for two national companies, and since 2008, creating award-winning marketing programs at NewMark Merrill. She has made significant contributions to the local Latino community through philanthropy, mentorship and advocacy. The bilingual wife and mother of two is very active in community service programs. She cites living in England for four years, a ride in an F15 fighter jet and interviewing Jay Leno among her most interesting life experiences. She can be reached at cgonzalez@newmarkmerrill.com or 818-426-1464.

**DR. INEZ GONZALEZ PEREZCHICA**

Executive Director

Dr. Inez Gonzalez Perezchica is executive director a MANA de San Diego, the largest Latina organization in San Diego County. She leads a growing membership and dedicated volunteers advocating for social mobility and a better quality of life for Latinas. She founded the Latino Communications Institute at Cal State Fullerton. She established the inaugural Legacy Luncheon in 2022 to recognize Latina leaders doing key work in community as well as allies supporting Latinas in San Diego; she established the inaugural Latina Workplace Friendly award to recognize employers who hire Latinas, sponsor them and elevate them to the highest levels of the organization; and she established a workforce initiative to collaborate with employers offering paid internships in order to open opportunities for first-generation college students. She can be reached at igonalez@manasd.org or 619-885-6262.

**LAZARO HERRERA**

Principal Obsolescence Engineer
 Northrop Grumman
 Company

Lazaro Herrera is principal obsolescence engineer at Northrop Grumman Company. Before anything else, he is a loving husband and father. He and his wife have two children in their early teens. His focus and priority are high on his family. His devotion to his job at Northrop Grumman is tremendous. Previously he worked at General Atomics-Aeronautical Systems Integration. The opportunities he has had are possible due to the lessons, contacts and tools learned from his family and experiences since he graduated from UC San Diego. His dedication and pursuit of success has led him to empower many others along the way. His persistence and hard work has been tremendous. He is a huge proponent for Society of Hispanic Professional Engineers in San Diego and also at the national level. He can be reached at LDHERRER@hotmail.com or 619-559-4245.

**DR. MARIA KECKLER**

Director, Strategy & Communications
 International Affairs
 San Diego State University

Maria Keckler, a first-generation Mexican immigrant, is the Director of International Affairs Strategy and Communication and neuroeducation researcher at San Diego State University. She is also a respected international corporate consultant, board member, author and inspiring mentor. In 2023, Keckler was the inaugural recipient of the Dr. Ray Monzon SDSU/CGU Joint Doctoral Program in Education Achievement Award in acknowledgment of her groundbreaking research that addresses the problem of declining empathy among healthcare professionals, which disproportionately affects underserved populations and people of color. She is the founder of Keckler and Co., an international research and advisory firm that produces research-based tools, education and inspiration to support creativity and innovation. Keckler has a master's degree in English from California Polytechnic State University San Luis Obispo and a joint Ph.D. in Education from Claremont Graduate University and SDSU.

**VICTOR LOPEZ**

Executive Director
 The Lincoln Club of San
 Diego County

Victor Lopez is the first-ever Latino Executive Director for the Lincoln Club Business League, achieving remarkable success by attracting a record number of new and younger members and successfully forging unprecedented momentum for the Club during a dynamic political climate. Lopez is also the COO at Imperio Strategies, collaborating with esteemed candidates and organizations. In this capacity, he has provided a dynamic framework for the organization's clients, resulting in effective communication strategies tailored to their desired audiences. Victor's well-rounded political and ethnic background allows him to cater to the diverse needs of clients, empowering and advocating for both youthful and diverse communities. In recognition of his potential in politics, Lopez was honored with the 2021 Newt Gingrich Award for "Bright Political Future." He can be reached at victor@sdlincolnclub.com or 619-852-8967.



Hispanic/Latina women-owned businesses emerged strong from the pandemic: Three tips to help them continue to thrive

By Juan Vargas

All women-owned businesses were still hurting after the 2008 financial crisis, with average revenues down 6.3% in 2012. But, the pain was far greater for Hispanic/Latina women-owned businesses, down 24.2%. The pandemic was different. Hispanic/Latina women-owned businesses came out stronger after the economic shock of the COVID-19 pandemic, with average revenues for these businesses increasing 17.1% between 2019 and 2023 compared to all women-owned businesses' 12.1% rise.

Whether Hispanic/Latina women were starting, stabilizing, or growing businesses, they benefited from government stimulus money, corporate and nonprofit support, and increased focus on closing economic disparities. As we celebrate Hispanic Heritage Month, it is as important as ever to acknowledge this momentum, while also recognizing the fact that gaps still remain. So how can we continue helping this important group of entrepreneurs to keep thriving?

Creating an ecosystem of support

Hispanic/Latina women represent 18.5% of all women in the U.S. and 14.3% of all women-owned businesses. However, their businesses tend to be smaller and are less likely to be employer firms. One reason for the smaller size may be the lack of access to capital. Making more credit options available to Hispanic/Latina women-owned businesses could contribute significantly more to the economy. Capital is the fuel to start and grow

businesses. Programs that offer targeted grants and low-interest loans in combination with technical assistance, training, and mentorship can close the gap for Hispanic/Latina women-owned businesses, increasing both the likelihood that they will become employer firms and that average revenue will increase.

Supporting these programs is at the heart of the creation of Wells Fargo's Open for Business Fund, an industry-leading effort that has donated roughly \$420 million to support nonprofits who serve small businesses; the Small Business Resource Navigator, an online portal helping connect small business owners to potential financing options and technical assistance through CDFIs; the Capital Pathways Workbook, a free resource that helps entrepreneurs map their capital needs to business goals and objectives; and a \$70 million fund in partnership with Hello Alice to improve access to credit and capital for underserved entrepreneurs.

Getting women-and minority-owned certification

Getting certified can help Hispanic/Latina women-owned businesses discover new opportunities, connect with partners, and generate business. Many local, state, federal government agencies, and corporations have supplier diversity programs. These organizations may do outreach alerting entrepreneurs when requests for proposals (RFPs) are available, and often provide matchmaking services, mentorship, training,

and networking opportunities, which help increase the visibility of women- and minority-owned businesses. While there are many benefits to becoming certified, the process can be rigorous. Here are a few tips to help simplify the process.

The power in education and mentorship. Lastly, access to financial education, networks and mentorship is key. Research indicates that Hispanic/Latina women lack the networks or social capital that can connect them to expertise and resources.

The good news is there are many free resources and tools to help women business owners learn more about how to write a business plan, tips for building your network, how to scale your business competitively, and so much more. The U.S. Small Business Administration and the U.S. Hispanic Chamber of Commerce are two other organizations that offer free programs, coaching, networking and more. Additionally, connecting with mentors is a powerful way for women business owners to share best practices and learn from each other, but it's often hard to know where to find them or initiate those relationships. A new program between Wells Fargo and the Nasdaq Entrepreneurial Center called Connect to More™ is giving women entrepreneurs complimentary support through its signature Milestone Circles program where women get bi-weekly opportunities to work through specific challenges, celebrate milestones, attend workshops, and connect with small business experts and mentors.

The path forward.

As Hispanic/Latina women continue taking the lead in business ownership, we all must continue taking steps to maintain and support their momentum. Whether it is improving access to capital, technical assistance, helping them get their businesses certified, or connecting them to financial education and mentorship, Hispanic/Latina women will continue benefiting from ongoing support to keep their doors open.

Juan Vargas is Wells Fargo's District Manager for the South San Diego district. His district consists of 13 branch locations and over 120 employees in the South San Diego Country. Juan enjoys many ways of giving back to his community including volunteering as baseball coach for Eastlake Little League and serves on the Board for the Community Casa Familiar and San Ysidro Chamber. Juan is also a member of the Wells Fargo Employee Resource Network Hispanic & Latino Connection. Contact him to discuss your small business and banking needs at (619) 477-4764 or vargasju@wellsfargo.com.



WELLS FARGO



Congratulations to:

Adriana Brunner



On being selected as one of SDBJ's 2023 Latino Leaders of Influence!



Thanks to Adriana and her team, MyPoint has been helping Hispanic small business owners do more with their businesses and the community for over a decade.



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NANCY MALDONADO
Chief Diversity and Inclusion Officer
Rady Children's Hospital

Nancy Maldonado, chief diversity and inclusion officer at Rady Children's Hospital, has a proven track record as a change agent. Her focus is to design and deliver a mission-centered strategy and programming to increase diversity, ensure equity and promote inclusion across the health system. Prior to her role at Rady Children's Hospital, Maldonado was president and CEO of the Chicano Federation of San Diego County. Maldonado designs and delivers mission-centered strategy and programming to support diversity, equity and inclusion initiatives across the health system. She is a Dean's Excellence Scholarship Award Recipient and an SOE Diversity Scholarship Award Recipient at USD where she is currently pursuing her Ph.D. in Leadership Studies. She serves on numerous boards and advisory committees of nonprofits across San Diego County. She may be reached at nmaldonado@rchsd.org.



DEANNA MARTIN MACKEY
General Manager
KPBS

Deanna Martin Mackey is the first Latina general manager of KPBS and co-founder of Public Media Women in Leadership. She is credited with creating KPBS' original digital strategy and department, developing the industry's first converged newsroom, and creating the community engagement program, One Book, One San Diego. Committed to public service, Mackey was a Girl Scout troop leader for 13 years and spent 10 years in board governance for Girl Scouts San Diego. She is vice-chair of the board of directors of Parks California. She is also a board member of the CDP, the Contributor Development Partnership, a public benefit corporation that provides collaborative fundraising solutions to more than 200 PBS and NPR member stations across the country. Mackey earned a bachelor's degree in journalism and political science from San Diego State University. She may be reached at dmackey@kpbs.org.



ADRIAN MARTINEZ
Partner
Procopio

Adrian Martinez is a partner at Procopio, Cory, Hargreaves & Savitch and an adjunct professor at California Western School of Law. He excels in representing clients in civil litigation and family law disputes, with an emphasis on cross-border litigation. He represents clients, domestic and foreign, in litigation arising out of business relationships, including partnerships and other fiduciary relationships. He also counsels individuals and companies in disputes involving business torts, contractual disputes, enforcement of foreign money judgments, as well as conducting discovery for cases pending abroad. He is creating a San Diego conference of leading litigators from San Diego and Mexico. Martinez was named to the Best Lawyers in America list in 2023 for Commercial Litigation. Martinez is a legal consultant for the Mexican consulates in both San Diego and Calexico. He may be reached at adrian.martinez@procopio.com or 619-525-3842.



LISSETTE MARTINEZ
Senior Director of Media Relations
University of San Diego

Lisette Martinez, senior director of media relations at the University of San Diego (USD), is a six-time Emmy Award winning, bilingual multimedia journalist and media relations expert specializing in Hispanic outreach. Martinez serves as USD's spokesperson and has been an integral part of USD's journey to becoming a Hispanic Serving Institution. She has spearheaded a multitude of award-winning projects that have elevated the university's brand and profile. Prior to joining the University of San Diego, Martinez worked as an anchor, reporter, producer, writer, photojournalist and editor in top 20 news markets. She also helped start San Diego's first NBC/Telemundo duopoly, where she reported for both English and Spanish-language newscasts. In 2022 Martinez was selected to serve as the interim associate vice president for university marketing and communications. Martinez earned a bachelor's degree in communications from USD.



RICK MARTINEZ
Commercial Banking Market Leader, San Diego
PNC Bank

Rick Martinez is Market Leader for PNC Bank's Commercial Banking team in San Diego. Martinez has spent the last 20 years serving the financial needs of small to mid-size businesses across the region, helping business owners secure the financial capital needed to meet business objectives. Martinez has supported the growth efforts in San Diego for numerous financial institutions including Bank of Southern California, Torrey Pines Bank, BBVA USA and PNC Bank. Martinez has also served his community in numerous ways – as a volunteer coach with La Costa Youth Organization Baseball, Encinitas National Little League, San Marcos Youth Baseball and La Costa Canyon Pop Warner. In addition, he has dedicated over 1,500 hours to local nonprofit organizations including board service, financial stewardship, and fundraising and strategic planning. He can be reached at rick.martinez@pnc.com or 858-202-5532.



BECKY MENDOZA
San Diego Market Manager
CalPrivate Bank

Becky Mendoza, San Diego market manager for CalPrivate Bank, effectively manages a large portfolio of clients in the legal and property management sectors. Mendoza has been a banking professional in San Diego for 25 years and is an expert in mid-size to large-size firms providing service to the local legal community. She is considered by her peers as one of the best bankers in these fields. She is altruistic, and volunteers with both time and expertise. She is a board member of Mana de San Diego and a member of the Philanthropy Leadership Council associated with CalPrivate Bank. Mendoza promotes leadership, mentorship and giving back to the community. She is recognized as a leader in the international/cross-border banking community. She may be reached at bmendoza@calprivate.bank or 619-719-4002.



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LISSETTE MARTINEZ '03
Senior Director of
Media Relations



RICHARD P. VIRGIN
Vice President
for University
Advancement



GRACE WILLIAMSON
Senior Director of Student
Professional Development
Knauss School of Business

The University of San Diego is proud to recognize the achievements of its Latino Business Leaders of Influence honorees.

Learn more at sandiego.edu.



MAURA MIRELES
 Director of Operations
 Neighborhood Healthcare

Maura Mireles, director of operations at Neighborhood Healthcare, led her team to streamline language interpretation services and to improve patient and provider experience. She spearheaded the operational requirements to open new facilities in San Marcos and El Cajon and collaborated with other operations teams to acquire three new sites in Riverside County from the now-defunct Borrego Health. Mireles developed partnerships with San Diego County's One Safe Place in San Marcos to help in caring for victims of domestic and family violence and developed a partnership with El Cajon's Marsell Wellness Center to provide physical exams for refugee children. She is very active in Neighborhood Healthcare's community volunteer efforts. They include participating in numerous youth, women and homeless health fairs, patient appreciation days, employee appreciation events, and health fair events for the youth, women and homeless.



ROCIO MONTEJANO
 Small Business Banking SVP
 Bank of America

Rocío Montejano, a small business banking senior vice president at Bank of America, oversees 22 small business bankers serving the needs of San Diego companies with up to \$5 million in annual revenues. Her team serves 16,000 San Diego small businesses with \$408 million in credit extended. With her help, Bank of America has grown its small business lending year-over-year over the past three years to include a 16.5% increase over the last year. Montejano is an ambassador for the National Association of Women Business Owners (NAWBO) San Diego chapter. She is co-chair of the Bank's Hispanic Latino Business Council (HLBC) and helps lead the company's internal employee network for Hispanic-Latino employees. Montejano earned a bachelor's degree in business administration from the University of California Riverside. She may be reached at rocio.montejano@bofa.com or 951-741-3763.



EVA MORENO MARKS, ESQ.
 Senior Associate Attorney
 Genesis Family Law

A senior associate attorney at Genesis Family Law, Eva Moreno Marks is a certified family law specialist, native Spanish speaker, and recognized leader in the San Diego County legal community. Marks is a former vice president of the South Bay Bar Association and serves on the Board of Directors for the San Diego County Family Law Bar Association. She is a fierce attorney and advocate for women of color and Latino representation in the legal profession. Marks focuses primarily on resolving complex family law cases and issues, including divorce, adoption, child custody, child support, legal separation, prenuptial agreements and postnuptial agreements. She earned a bachelor's degree in political science and Chicano studies from the University of California Los Angeles and a law degree from Howard University School of Law. Marks may be reached at eva@genesisfamilylaw.com or 619-422-7722.



MIGUEL MOTTA
 Vice President of Strategic Operations
 & San Diego Office Head
 Biocom California

Miguel Motta is Vice President of Strategic Operations and San Diego Office Head of Biocom California, where he actively engages in discussions with San Diego business leaders, government officials, and academic and research institutions to foster innovation in San Diego. His career spans large multinationals to small venture capital-backed companies. In many cases Motta, was the only Latino on the executive teams where he served. A three-time CEO, he has led companies focused on providing alternatives to antibiotics, using biotechnology for alternative fuel production, and developing non-traditional sources of protein. He currently supports and mentors founders and first-time CEOs on their journey of building successful companies and is a mentor with the San Diego Squared (SD2) mentor program. He is passionate and committed to elevating underrepresented high school, college students, and graduates in STEM careers.



ADRIANA OCHOA
 Partner
 Procopio

Adriana Ochoa, a Partner at Procopio, represents public agencies and private clients with water, wastewater, transparency, governance, operational, litigation, and other legal issues. She leads Procopio's Healthcare, Education and Government team. She is one of only 11 team leaders at a firm with nearly 200 attorneys. She is the first and only Latina Partner at Procopio - the largest firm in San Diego. Ochoa is a Trustee for the Hans and Margaret Doe Charitable Trust, a board member of the San Diego Wellness Collaborative and chaired the San Diego La Raza Lawyers Association Scholarship Fund. Adriana recently concluded a successful run as Procopio's Diversity, Equity and Inclusion Committee leader and remains active in the firm's diversity efforts; during her tenure Procopio was honored by the San Diego Business Journal for DEI. She can be reached at adriana.ochoa@procopio.com or 619-525-3861.



ALEJANDRA PEREZ
 Community Programs
 Manager
 TrueCare

Alejandra Perez is Community Programs Manager at TrueCare. She is an innovative leader in TrueCare's Community Engagement Department. She started her career as a patient advocate and has accumulated almost a decade of health care experience. Her background in community health has led her to work on projects in behavioral health, food insecurity, outreach and education, and youth programming. Perez builds youth programs from the ground up to address issues affecting our communities. She empowers youth to be agents of change in their communities and focuses on taking a community-specific approach to program development. Focusing on intentionality and connection, Perez has led TrueCare's Puzzling Minds Program, a six-week behavioral health program provided to middle school students, and TrueCare's Youth Advocacy Program, a substance use prevention program for high school students. She can be reached at alejandra.perez@truecare.org or 760-736-8745.



**St. Paul's
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Congratulations



CAROL CASTILLON
 Regional Center Director

Nominated by the San Diego Business Journal as one of San Diego's 2023 Top Latino Business Leaders of Influence!

From all of us at St. Paul's,
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HARID H. PUENTES
President & CEO
SD Squared

H. Puentes is CEO of San Diego Squared, a nonprofit he co-founded with legendary biotech executive Bill Rastetter with the goal of increasing diversity in STEM careers. Puentes' leadership guides programming, mentorship, and scholarship helping San Diego's most talented students access the resources they need to succeed. He has raised hundreds of thousands of dollars for programming, scholarships, and technology for over 100 diverse youth in San Diego to access biotech internships, tutoring, and transportation. In 2020, SD2 won the 2020 HUD Secretary's National Award for Public-Philanthropic Partnerships: MUFG Union Bank Foundation in partnership with the City of San Diego provided multi-year financial support to help establish CONNECT ALL @ the Jacobs Center, the region's only business accelerator program focused on low- and moderate-income and diverse founders. He can be reached at h@sd2.org or 703-400-2881.



DR. FREDDIE RAMIREZ
Interim Dean of Counseling and Student Development
MiraCosta College

Dr. Freddy Ramirez serves as the Interim Counseling and Student Development at MiraCosta College, enabling him to apply his 25-year tenure at the institution toward a diverse student body's academic and career success. Dr. Ramirez also oversees MiraCosta College's \$3 million Title V HSI grant to enhance academic and social support for Latinx students, driving systemic changes to empower this demographic. Under his leadership, the college has set ambitious goals, including increasing Latinx students' course pass rates and enhancing student retention. Born in Mexico, Dr. Ramirez immigrated to the United States in 1985 and spent several years working in agriculture before recognizing the potential of higher education. Since then, he has served in various educational roles at Cal State San Marcos, San Diego Mesa College, Palomar College and finally landing at MiraCosta College. He can be reached at FRamirez@miracosta.edu.



LIZ RAMÍREZ
Chief Executive Officer
Chicano Federation of San Diego County

Liz Ramirez is CEO of the Chicano Federation of San Diego County, an over 50-year-old organization that is at the forefront of equity and access for these same communities. Ramirez has over a decade of nonprofit leadership experience, where she draws inspiration from her lived experiences from being raised on both sides of the border to create innovative programs, partnerships, and systemic change, for low-income and immigrant communities. In 2023, Ramirez relaunched the Federation's Leadership Training Institute, to equip participants with necessary skills, knowledge, and networks to transform their passion/individual resources into the collective power needed to become successful community organizers/movement builders. Because of her leadership, the Federation will be awarded the "2023 Outstanding Organization for Diversity & Inclusion" at the 51st annual National Philanthropy Day. She can be reached at lramirez@chicanofederation.org or 619-285-5600.



CLAUDIA REMPEL
Government & Community Affairs Manager,
Operations Manager & CSA-17 Program Manager
American Medical Response

Claudia Rempel is Government & Community Affairs Manager, Operations Manager and CSA-17 Program Manager at American Medical Response. She is a San Diego native and a graduate of University of California, Riverside. As a servant leader, she is passionate about civic engagement, nurturing community partnerships, and breaking barriers to provide an opportunity for the underserved. Her expertise and task-oriented strengths drive dedication, motivation, and a cohesive environment. She challenges complacency and continuously aims to improve systems by cultivating and encouraging creativity and innovation. Rempel serves as the Board President of the Ambulance Association of San Diego County; is a representative on the County of San Diego's Health Services Capacity Task Force; and is Board President of MANA de San Diego Under Rempel's leadership, MANA de San Diego was awarded MANA Chapter of the Year in July 2023.



DR. STAR RIVERA-LACEY
Superintendent/President
Palomar Community College District

Star Rivera-Lacey, Ph.D., serves as the first Latina Superintendent/President of the Palomar Community College District. Palomar College, established 75 years ago, serves over 25,000 students and 1,600 employees. The District encompasses 2,555 square miles in North San Diego County, and operates education centers in Escondido, Rancho Bernardo, and Fallbrook. It has an annual budget of \$582 million dollars and offers more than 150 degrees and certificates. Dr. Rivera-Lacey has over 25 years of progressive administrative community college experience in Student Services and Instructional programming. She also possesses over two decades of teaching experience at the post-secondary level in both undergraduate and graduate programs. She currently serves on the boards of the San Marcos Boys and Girls Club and A Step Beyond. She can be reached at sriveralacey@palomar.edu or 619-813-8248.



CONGRATULATIONS RICK MARTINEZ

**COMMERCIAL BANKING MARKET
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On being selected as one of SDBJ's Latino Leaders of Influence for 2023!

SAN DIEGO BUSINESS JOURNAL





CLAUDIO ROBERTSON
Executive Director
J.P Morgan Private Bank

Claudio Robertson is an Executive Director and Banker at J.P. Morgan Private Bank, and serves the dynamic and multicultural region of Southern California. His focus is on guiding entrepreneurs, business owners, family offices and nonprofit organizations in making the complex financial decisions required to grow and sustain their wealth. Robertson is proud to stand as a trusted role model and connector for local and national members of the U.S. Hispanic and Latino community. He serves as a mentor and board member at several San Diego and regional institutions, including YMCA San Diego, San Diego Museum of Art, Universidad Xochicalco, Latin Business Association Network (LBAN), Endeavor, SCORE San Diego Chapter, ProVisors and as Co-Chair of Diversity, Equity, and Inclusion in San Diego for J.P. Morgan Chase. He can be reached at claudio.robertson@jpmorgan.com or 619-843-9721.



MANUEL RODRIGUEZ
Managing Market Leader
U.S. Bank

Manuel Rodriguez serves as the Managing Market Leader at U.S. Bank. Previously, he was a Vice President and Relationship Manager for U.S. Bank's Gaming Division with responsibilities for managing client relationships, loan structuring, and business development. With over 20 years of experience in the financial services industry, Rodriguez leads the market in company-wide efforts and manages the commercial banking business in the greater San Diego Area. He is a part of the leadership team locally who is responsible for the integration of Union Bank after its acquisition by U.S. Bank. He is also the Global Lead for the U.S. Bank Nosotros Latinos BRG employee resource/affinity group. Rodriguez was a part of the EDC Delegation of San Diego business leaders in July 2023 focused on best practices in inclusive growth and talent development for our region.



RUSSELL ROYBAL
Vice President & Chief External Affairs Officer
National Committee for Responsive Philanthropy

Russell Roybal is Vice President and Chief External Affairs Officer for the National Committee for Responsive Philanthropy. They are a Latine, male-bodied, non-binary queer leader with nearly three decades of experience as an activist, organizer and resource mobilizer. A seasoned executive leader in the nonprofit and philanthropic sector, Roybal previously served as Chief Advancement Officer of San Francisco AIDS Foundation (SFAF), Deputy Executive Director of the National LGBTQ Task Force, and Director of Training & Capacity Building at the Gill Foundation. They have served on the boards of directors of the National Committee for Responsive Philanthropy, the National LGBTQ Task Force, the International Imperial Court System, and the Grassroots Institute for Fundraising Training. Roybal is a recipient of the Harvey Milk Social Justice Award and the Jose Julio Sarría Civil Rights Award. They can be reached russellroybal@mac.com or 619-818-7305.



MITZI SALGADO
Founder & CEO
The Cultura Media, Inc

Mitzi Salgado is Founder & CEO of The Cultura Media Inc., which is focused on providing access to information to bilingual Latinos that is culturally relevant, inclusive and actionable on topics in health, financial literacy and higher education. Salgado's mission is to help close economic gaps and information asymmetry for low-income communities of color, particularly Latinx and immigrants. She identifies as a proud Transfronteriza who passionately advocates for issues directly affecting our binational region in the San Diego County area including homelessness, housing, immigration, higher education and health. She previously worked at Harvard University. She holds a master's degree in international public policy and management from the University of Southern California. She also has a bachelor's degree in women's studies from UC Riverside. She can be reached at info@thecultura.org or 619-431-1859.



SOFIA SALGADO ROBITAILLE
Executive Director
Southwestern College Foundation

Sofia Salgado Robitaille is the Executive Director for the Southwestern College Foundation whose mission is to develop and deliver resources for student needs through trusted stewardship of charitable giving and meaningful community partnerships. She leads the foundation's strategic planning, marketing and operations efforts to promote student success through scholarships and leadership programs. Previously, Salgado Robitaille was the executive director for MANA de San Diego, a nonprofit Latina organization that empowers Latinas through education, leadership development, community service and advocacy. Before joining MANA de San Diego, she was the community affairs manager for KSWB/Channel 5 and KGTV/ABC10 where she positioned and marketed the stations as leaders in the areas of local issues such as education and the diversity of the San Diego region. She can be reached at srobitaille@swccd.edu or 619-743-1604.




CONGRATULATIONS JANNET ZAMORA

on being selected as one of SDBJ's
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SAN DIEGO BUSINESS JOURNAL

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MARK SANCHEZ, ED.D.
Superintendent/President
Southwestern College

Dr. Mark Sanchez, Superintendent/President of Southwestern College, has more than 20 years in community college leadership, teaching and instruction and workforce development. His passion for social justice is demonstrated throughout his career. Sanchez is a native of San Diego and began his college career as a student at Southwestern College. As a college alumnus, who is now leading the college, Sanchez represents the potential all students have through education. Sanchez has been instrumental in sponsoring and building a formidable statewide coalition of support for AB-91, groundbreaking legislation that aims to provide California's border community colleges' in-state tuition rates for Fronteriza students. Through his steadfast advocacy and ability to forge partnerships with key stakeholders, he has paved the way for increased access to higher education for countless Latinx students in our region. He can be reached at president@swccd.edu or 619-482-6402.



MARIO X. SIERRA
Assistant Director, Building
Services Facilities Management
University of California San Diego

Mario X. Sierra is Assistant Director at the Facilities Management Department at UC San Diego. Sierra has 35 years as an engineer in the public works industry. Prior to joining UCSD, Sierra served 31 years with the City of San Diego. During that time, he served as the Department Director for Environmental Services, General Services, Transportation & Storm Water and Information Technology. Sierra also served as an Emergency Operations Center Director and Incident Commander.

Sierra has broad municipal government experience and is a seasoned manager with extensive knowledge in operations, budgets, contracts and is a skilled negotiator. Sierra earned a B.S. in Applied Mechanics & Engineering Sciences from UCSD and a Master of Public Administration from National University. He is a 2003 graduate of the Chicano Federation Leadership Training Institute. He can be reached at masierra@ucsd.edu or 619-310-1948.



SUE SILVA
CEO
Avlis International

Sue Silva is Founder and CEO of Avlis International Inc., a full-service agency that focuses on strategic meeting management. Avlis International is a minority/woman-owned and operated business. With more than 20 years of collective experience working in the pharmaceutical and biotech industry, Avlis has developed a broad network of relationships with thought leaders, institutions and publications across a variety of therapeutic areas. Silva holds the position of Vice President for both the National Latina Business Woman Association (NLBWA-SD) and the San Diego County Hispanic Chamber of Commerce (SDCHCC). During her tenure, she has rebranded and organized the associations in hopes of giving a renewed interest to empowering the Hispanic community to grow their businesses and achieve their professional goals. She is a former board member of HUGS (Helping Ugandans Grow Stronger). She can be reached at info@avlisinc.com.



ALAN TORNEL
Business Development Manager
San Diego PACE

Alan Tornel, Business Development Manager at San Diego PACE, is distinguished for his expertise in cultivating diverse community partnerships. A proud native of San Ysidro and a UC San Diego alumnus, he possesses a unique flair for unveiling innovative solutions and collaboration avenues. From spearheading mental health initiatives to championing health resources awareness, Tornel's journey from Southwestern College to key leadership roles exemplifies his dedication to community service and professional excellence. He established a prominent San Diego PACE presence in North County, expanding enrollments to more than 200 within a year. This initiative not only delivered crucial care to seniors but also steered their center to profitability in less than a year.

He was handpicked by the Burnham Center for Community Advancement to spearhead the Mental Health Workforce Development Symposium in collaboration with CSU San Marcos. He can be reached at alan.tornel@syhealth.org or 619-218-5955.



KRISTA TORQUATO
Managing Director, Market Leader
Bank of America Private Bank

Krista Torquato is managing director for Bank of America's Private Bank in San Diego serving high-net-worth individuals, families and institutional clients locally. Torquato works with private client advisors who deliver custom investment management, wealth structuring, estate planning, philanthropy, private business financing, banking, credit and trust service needs to San Diego's high net worth individuals, families and institutions.

She led BofA's ESG efforts in San Diego, is Executive Sponsor for BofA's Hispanic & Latino Business Council for San Diego, a member of the Private Bank Hispanic Executive Leadership Council and Private Bank Diversity & Inclusion Women and Leadership Committee and is on the boards of USS Midway and Make-A-Wish San Diego. Torquato received her bachelor's degree from California State University, San Marcos. She can be reached at krista.torquato@bofa.com or 619-515-5712.



CONGRATS
GRACE WILLIAMSON!

The Knauss School of Business at the University of San Diego proudly congratulates Grace Williamson, Senior Director of Student Professional Development, for being named to San Diego Business Journal's 2023 Top 50 Latino Business Leaders of Influence. You play an integral role in shaping the next generation of Changemakers!





MAURICIO TORRE
Vice President of Program Operations
SBCS

Mauricio Torre, Vice President of Program Operations at SBCS (formerly South Bay Community Services), has worked in San Diego's nonprofit industry for 26 years. SBCS provides a diverse range of services including programs focused on youth development, foster youth services, career and technical education, emergency response for family violence support, housing assistance, food assistance, tax preparation, community engagement, parenting classes, behavioral, developmental and mental health services and counseling, Mi Escuelita Therapeutic Preschool, and child abuse prevention and intervention. Torre is dedicated to empowering low-income, minority youth and families. Leading the Promise Neighborhood Initiative, he oversees a comprehensive cradle-to-career program for underserved San Diego communities. Bilingual with a psychology degree, his dynamic work with at-risk youth fuels innovative directions and an unwavering commitment to their potential.



DR. BEATRIZ VILLARREAL
Founder
Mano a Mano Foundation

Dr. Beatriz Villarreal, Founder of Mano a Mano Foundation, combats the fentanyl crisis, saving lives and addressing disparities in healthcare and social services in San Diego County. Through the Mano a Mano Foundation, she implements projects and initiatives to address healthcare disparities among underserved populations. She organizes free community conferences and outreach events, providing valuable information, vaccinations and health education to those lacking access to regular healthcare services. Villarreal collaborates with law enforcement agencies, community organizations and addiction treatment centers to raise awareness about fentanyl and support affected individuals and families. Under her leadership, partnerships expand access to crucial healthcare resources. Her dedication and advocacy inspire others to join her cause, promoting health equity. Villarreal's unwavering commitment and positive impact make her a true community leader. She can be reached at beatriz@mamf.org or 760-492-8897.



RICK VIRGIN
Vice President of University Advancement
University of San Diego

Rick Virgin, Vice President for University Advancement for University of San Diego, is an accomplished, entrepreneurial and inclusive leader who achieves transformative change through record-breaking fundraising, strategy, individual and institutional performance, and organizational effectiveness. Virgin oversees more than 80 staff across six departments, manages a \$12 million budget, raised more than \$200 million over the last four years, and guided the team to a record-breaking \$75 million-plus in fiscal 2022. Virgin partners with alumni in more than 30 countries and directs all fundraising priorities abroad. As a second-generation Mexican-American, Virgin is devoted to creating and driving opportunities for underrepresented groups in higher education, including recruiting and mentoring leaders of color, providing support for first-generation and low-income students, recognizing and celebrating the impact and accomplishments of underrepresented groups. He is completing a Ph.D. in Education for Social Justice.



GRACE WILLIAMSON
Senior Director, Student Professional Development
University of San Diego, Knauss School of Business

Grace Williamson serves as Senior Director of Student Professional Development at the Knauss School of Business at the University of San Diego. Previously, she served as Vice President of People and Talent at Qualitest and has held leadership positions as the Director of Career Services and Alumni Relations at Ashford University, as well as Associate Director of Recruitment and Employer Relations roles at Princeton University, American Public University System and the United States Military Academy at West Point. Williamson built a new team of more than 10 career professionals, launched tailored programming and initiatives for her school's top-tier student population, and transformed the student experience by providing accessible, high-quality and multidisciplinary services through the academic cycle. Williamson serves on The University Club Atop Symphony Towers' Women of the Club Career and Life Planning board.



JANNET ZAMORA
SVP Global Operations & COO
Vervent Philippines
Vervent

Jannet Zamora, Senior Vice President of Global Operations and COO of Vervent Philippines, has mastered the art of building high-performing teams that deliver best-in-class results over the course of her 20-year career. She leads Vervent's global operations team which comprises 70% of the organization and more than 900 employees. She has direct reports across all six Vervent locations and has created a robust operations team that is a key component of driving Vervent's growth and service excellence. Zamora custom-built Vervent's Baja operations center from the ground up to offer the company a nearshore servicing option while also opening up 500-600 jobs in the Tijuana community. At Vervent, she uses her talent for identifying the true source of a problem and her passion for turning challenges into opportunities to revolutionize the way the company delivers a memorable customer experience.



CLAUDIA REMPEL

Government & Community Affairs, Operations and CSA-17 Program Manager

AMERICAN MEDICAL RESPONSE

Congratulations

ON BEING RECOGNIZED AS A 2023 LATINO LEADER OF INFLUENCE HONOREE!

American Medical Response is proud to recognize Claudia Rempel for being a leader, a mentor and an agent of change. As a first responder, she leads by example and exemplifies what service to one's community means.

Thank you Claudia for your commitment to the betterment of our community.

From Your AMR Family

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CONGRATULATIONS


LISA CUESTAS

ON BEING RECOGNIZED AS AN


SAN DIEGO BUSINESS JOURNAL
LATINO LEADERS OF INFLUENCE
2023
HONOREE

Casa Familiar

CONGRATULATIONS
Becky Mendoza
on her recognition as a Latino Leader of Influence



The Bank's Board of Directors and Executive Team extend heartfelt congratulations to **Becky Mendoza**, Senior Vice President, and all the distinguished Latino Leaders within the communities we are privileged to serve.



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CONGRATULATIONS
Alan Tornel
 Business Development Manager.

SDBJ'S 2023 TOP 50 LATINO BUSINESS LEADERS OF INFLUENCE!

Providing high-quality care for all since 1969.

 145,000 + lives in our care	 50 health centers & program sites	 3,000 workforce dedicated to our mission	
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Congratulations!
 San Diego Business Journal
2023 Top 50
 Latino Business Leaders of Influence

MAURICIO TORRE

Mauricio Torre, Vice President of Program Operations, has worked to empower low-income and minority communities with a special focus on youth with SBCS since 1997. Mauricio is the driving force behind SBCS's Promise Neighborhood initiative, reshaping the agency's approach to serve three underserved San Diego County communities with a cradle-to-career service continuum.




sbcssandiego.org




Congratulations!
Dr. Sanchez and Sofia
 on being recognized as two of the
2023 Latino Leaders of Influence.

 Dr. Mark Sanchez Southwestern College Superintendent/President	 Sofia Salgado Robitaille Executive Director Southwestern College Foundation
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