

5th Anniversary



September 26, 2022

Delta Sky360 Club at Truist Park

11:00 a.m. - 1:30 p.m.

Hosted by

Presented by



TRUIST HH

We're honored to support GHCC's 50 Most Influential Latinos in Georgia

Caring for the community starts with providing support for the people who live in it. So we're proud to work with Georgia Hispanic Chamber of Commerce. Together, we can inspire and build better lives and communities.

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A LETTER FROM OUR PRESIDENT & CEO



Veronica Maldonado-Torres President & CEO Georgia Hispanic Chamber of Commerce

Dear distinguished leaders and guests, We are honored to welcome you to the 5th anniversary of the 50 Most Influential Latinos in Georgia.

Our awards recognition is a celebration of our community's impact and contribution to our great state. It serves as a reminder on how each of us has the potential to change the narrative and leave a legacy for those that follow.

Our honorees come from various industry sectors including business, entertainment, sports, politics, technology, healthcare, non-profits and so much more. Honoring and highlighting their contributions in Georgia is our duty and we proudly elevate them in character, impact, connectivity and honor their role as they shape the state.

This celebration isn't just about one person's achievements; this is about how we all work together to propel leadership and the future leaders that will galvanize our economic impact. The individuals highlighted today have mastered navigating a multifaced society and have chosen to rise above the rest.

What can you do today? You are doing it right now by being present today and supporting programs and initiatives that equip and elevate leadership development. I ask humbly that you continue to lift others on their leadership journey, mentor future leaders, support the diversity of our state, and join the Georgia Hispanic Chamber of Commerce and the many other organizations fighting hard to provide a positive landscape in which everyone can thrive. The key to continue growing and expanding is to lock hands and move forward together. As we sit here celebrating the 5th year anniversary, it's the perfect time to reflect on how we will help the next generation Rise by Five. Be an active part of reimagining the next.

Together we Thrive,

















Adelina Nicholls

Executive Director

Georgia Latino Alliance for Human Rights



Anthony Rodriguez
Executive Director
HUB404

Founder The Aurora Theatre



Bob JimenezSenior VP of Corporate Affairs
Cox Enterprises



Brenda Lopez Romero

Senior Assistant District Attorney
Gwinnett County District Attorney's Office



Guiomar Obregon

CEO
Precision 2000 (P2K), Inc.



Jerry Gonzalez
CEO
GALEO & GALEO Impact Fund



Mimi Woodson

Council Member
Columbus, Georgia District 7



Ozzie AreuFounder & CEO
Areu Bros. Studios



Sam Zamarripa Chairman and Director Mundo Hispanico



Rafael Navarro

Director & Editor In Chief
El Nuevo Georgia

5th Anniversary



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Alex Gonzalez Chief Innovation Officer, Metro Atlanta Chamber

As the chief innovation officer of the Metro Atlanta Chamber, Alex Gonzalez leads efforts to grow the region's innovation ecosystem. He is a member of the Fast Company Impact Council, a collective of innovative and creative people in business. With more than 25 years of business and leadership experience spanning corporate, entrepreneurial, and civic organizations, Alex is a recognized expert in innovation, strategic marketing, and strategy.

He is an active writer and speaker focused on harnessing innovation across business, technology, and creative culture. Alex is the author of the upcoming book, Disruptor: How to Challenge the Status Quo and Unlock Innovation. He is also producer of the Disruptor Studio, a digital series showcasing inspirational leaders and innovators. He founded Highwire Group, an advisory firm focused on helping senior executives lead innovation and transformation.

Alex's extensive corporate leadership experience includes roles as the chief innovation officer, president - North America commercial information solutions, and senior vice president of strategic marketing at Equifax. He also held a variety of executive roles at GE. Alex started his career at Chubb Insurance.

Alex has served on a variety of non-profit boards. This includes the Atlanta Convention & Visitor Bureau, Metro Atlanta Chamber, JA of Georgia, Georgia Soccer, and Zoo Atlanta. He is on the advisory board of the American Marketing Association - Atlanta and is a member of the Georgia State University Marketing Roundtable.

Alex earned a Bachelor of Science in Finance at the University of South Florida and is Six Sigma certified.











Alex Villanueva Cyber Security Senior Technology Consultant, EY

Alex Villanueva is a proud Puerto Rican who was born in Chicago and raised in Atlanta. Upon graduating from Kennesaw State University in 2016 Alex began the early part of his career as an External IT Auditor focusing primarily on SOX Audits for various Fortune 500 organizations. During the pandemic Alex made a career shift and is now a Cyber Security Senior Technology Consultant at EY focusing primarily on cybersecurity readiness assessments and transformation projects. Altogether, Alex has 5 years of experience in professional services across various industries including, but not limited to education, financial services, media, manufacturing, hospital, and global hotels.

Alex is also very involved in various internal EY initiatives such where he is President of D&I efforts with EY Atlanta's Latin Professional Network BRG and helped form EY's first ever Hispanic Latinx and Network dedicated to uplifting cybersecurity professionals. Alex also dedicates his time to entrepreneurs through EY's Entrepreneur Access Network, helping support Black and Hispanic-owned companies address barriers to grow.

Outside of EY, Alex dedicates a lot of his time to his community serving as President of Hispanic Young Professionals & Entrepreneurs (HYPE), past Latinx Strategy and Outreach Campaign Co-Lead for now Atlanta's 61st Mayor Andre Dickens, and most recently serves on the Sponsorship Committee for the 2022 St. Jude's Evening of Hope Gala.

Alex was recently accepted into LEAD Atlanta's Class of 2023 where he hopes he can position the next generation with resources, thought leadership, and vast networks to help navigate and bridge communities.











Ana Maria Martinez President & Co-Founder, Georgia Latino Law Foundation

Ana María Martinez is an experienced and dedicated member of the legal profession, who has been widely recognized for her continued contributions, achievements, and civic engagement within the legal profession. Originally from Manizales, Colombia, Ana Maria aspired to be an attorney at a young age, seeking to help others navigate the legal system.

Ana Maria's professional experience has prepared her well to be a successful jurist, providing her a strong analytical framework combined with her unique personal experience. On January 18, 2022, she was sworn in as State Court Judge for DeKalb County. This made her the first Latina in Georgia to serve in a court of record. Prior to serving on the bench, she worked as a Staff Attorney for the DeKalb State Court (Division 6). She is also the founder and President of the Georgia Latino Law Foundation ("GLLF"), an organization she co-founded in 2015 to increase diversity in the legal profession by supporting the Latino legal community. The GLLF focuses on educating and empowering Latinos/as with an interest in the law. As President, she oversees the organization's Law Day, Leadership Academy and Mentoring Program, Fellowship Program, and Virtual Judicial Internship Program.

Following her emigration from Manizales, Colombia, Ana Maria has been a resident of the metro-Atlanta area since age 12. She received her B.B.A. in Marketing, cum laude, from The University of Georgia in 2004. She obtained her J.D., cum laude and with Pro Bono distinction, from the Georgia State University College of Law in 2009. Ms. Martinez is married to Mario Martinez, Jr. Together, they are the proud parents of Liliana (10) and Elena (5)











Andres Villegas President & CEO, Georgia Forestry Association & Georgia Forestry Foundation

As the President and CEO of the Georgia Forestry Association, Andres Villegas is responsible for advocating for the #1 Forestry State in the Nation. Andres' role includes engagement with the leaders of the nation and state's forest economy as well as local, State and Federal elected officials. Andres has extensive private, public and NGO sector experience in forestry and natural resources having held domestic and international positions with Weyerhaeuser, Chevron, The Langdale Company, and the Georgia Department of Agriculture. Andres was born in Bogota, Colombia. He received a Bachelor of Science in Biological Sciences from The University of Georgia and an Executive Certificate of Management and Leadership from the Massachusetts Institute of Technology (MIT) Sloan School of Management.











Ángel CabreraPresident, Georgia Institute of Technology

Ángel Cabrera is the 12th president of the Georgia Institute of Technology. One of America's leading research universities, Georgia Tech serves more than 46,000 students through top-ranked graduate and undergraduate programs ranging from engineering and science to business, computing, design, and liberal arts, and receives nearly \$1.3 billion in annual research awards.

Cabrera came to Georgia Tech on Sept. 1, 2019, after serving for seven years as president of George Mason University (GMU) in Virginia. During his presidency, GMU joined the top tier of research universities in the Carnegie Classification and was the fastest growing institution in the state. Before leading GMU, Cabrera was president of the Thunderbird School of Global Management, now part of Arizona State University, and dean of IE Business School in Madrid.

He's been named a "Young Global Leader" by the World Economic Forum, a "Star of Europe" by Bloomberg Businessweek, a "Henry Crown Fellow" by the Aspen Institute, and a "Great Immigrant" by the Carnegie Corporation of New York. He is the first native of Spain to serve as president of an American university.

Cabrera serves on the boards of the National Geographic Society, Harvard College Visiting Committee, Atlanta Committee for Progress, Metro Atlanta Chamber, and Bankinter Innovation Foundation in Spain. He holds a B.S. and an M.S. in electrical and computer engineering from Universidad Politécnica de Madrid, and he earned his M.S. and Ph.D. in cognitive psychology from Georgia Tech, which he attended as a Fulbright Scholar.











Barbara Rivera HolmesPresident & CEO, Albany Area Chamber of Commerce

Bárbara Rivera Holmes is president and CEO of the Albany Area Chamber of Commerce, a business advocacy organization established in 1909 and whose focus is to create the conditions for economic growth and opportunity. The Albany Area Chamber has eight core divisions that support the membership, the community and a growing business environment: small business; economic development; tourism; military affairs; governmental affairs; education and workforce development; leadership development; and membership. The Albany Area Chamber manages the Albany Convention & Visitors Bureau, which supports tourism-related economic development.

Holmes was previously vice president of the Albany-Dougherty Economic Development Commission, where she oversaw the development of the agency's brand, its marketing campaigns and developed its successful business retention and expansion program, which facilitates existing industry job creation and capital investment in Albany-Dougherty County.

Holmes is a former journalist whose work has earned four awards for excellence in journalism from the Georgia Associated Press. She is a graduate of the 2014 class of Leadership Georgia; the 2009-10 class of Leadership Albany; and in 2008 was recognized as one of Southwest Georgia's "40 Under 40." She is also graduate of the Georgia Academy for Economic Development.

Holmes, who is bilingual, is a native of San Juan, Puerto Rico. She graduated from Florida Southern College in Lakeland, Fla., with degrees in journalism and in Spanish. She continued her studies at Estudio Sampere Internacional, in Madrid and Alicante, Spain. Holmes and her husband, David, and their daughter, Alejandra, live in Albany and attend St. Teresa's Catholic Church.











Christopher Perlera Principal and Founder, Critical Point Consulting Inc.

Chris is a passionate connector and storyteller on a mission to help others. He recently finished a 1 year internal role at the Department of Family & Children Svcs in October of 2021 having served as their Director of Strategic Partnerships & Messaging in the Office of Strategy Innovation & Engagement. Armed with new insights into the state of Georgia's child welfare ecosystem, he immediately returned to consulting a full list of clients centered around social good and community well-being. His clients include the Community Foundation of Greater Atlanta, the 100 Black Men of Atlanta, DeKalb County Commissioner for District 6, Ser Familia, and the Latino Community Fund of Georgia among others. He leverages his unique political and gov't experiences to advise clients in all areas of external affairs and messaging. He is the only independently operating consultant of his kind and brings a unique blend of political, gov't, and nonprofit savvy to bear when supporting clients.

He's unique as the son of Salvadoran refugees working in this space and the most senior Latino leader in the history of two state agencies, the GA Secretary of State and DFCS. For his extensive professional accomplishments he's been recognized as a GA Trend 40 Under 40, and inducted into the 2021 class of Outstanding Atlanta.

Most recently he was selected as part of the Atlanta Regional Commission's Regional Leadership Institute Class of 2022. Chris has carved a niche for himself being a professional "person of purpose" and a respected member of the Metro Atlanta community while ensuring he stays connected to his Latin American roots.











Daniela Rodriguez Executive Director, Migrant Equity Southeast

Daniela Rodriguez is an undocumented activist and community organizer from Mexico, and came to the U.S. with her mother at the age of 13 seeking a better future. In 2013, during her first year of college at GSU, she became a co-founder of Savannah Undocumented Youth Alliance, a grassroots org that advocated for the rights of undocumented college students in GA.

In her work as an advocate for education equity & immigration reform, she has shared her story to raise immigration awareness & her story has been featured in newspapers, panels and even a documentary.

In 2019 she was nominated as a "Hidden Figure" Honoree by 9to5 Georgia for her commitment to DACA & immigration reform & won the Most Outstanding Neighborhood Leader Award by Step Up Savannah. In 2021 the ATL Magazine featured Daniela as one of 60 Georgians doing important work for the future of our state and this year Voyage Savannah Magazine included Daniela in their rising stars section.

She is a member of Savannah's Hispanic Task Force & the Racial Equity Taskforce, & serves on the board for the Savannah Morning News. In honor of International Migrants Day, the City of Savannah inducted Daniela to the Municipal Archives, making her officially part of history.

She's a co-founder & Executive Director of Migrant Equity SouthEast - a Latina & immigrant-led nonprofit based in South, GA. MESE fights for the liberation, economic justice, and human rights of under-served migrant and refugee communities in the south.











Deborah Gonzalez District Attorney, Western Judicial Circuit District Attorney Office

District Attorney Deborah Gonzalez is an attorney, mother, and advocate for social justice. She is a published author, most recently of "Managing Online Risks: Apps, Mobile, and Social Media Security." Gonzalez is a former GA State Representative for HD117 (Athens, GA). Her election proved historic as it made her the first female DA in her circuit, the first minority DA in her circuit, the first Latina DA in the history of GA, and the first female Puerto Rican DA in the country.

She knows representation makes a difference when it comes to the way black, brown and the poor are treated by the criminal legal system - whether they are victims or defendants. She was given the nickname of "crossexaminer" during her tenure at the Capitol and continues to get into good trouble - the latest: suing and winning against her state's Governor to protect the voting rights of over 150K people in the Governor's hometown. It is in the name of her grandsons that Deborah is committed to end the school to prison pipeline and as a woman, knows the importance of listening to victims to curtail sexual abuse and trafficking. She is a proven champion and leader of the people.











Diana Trujillo Director of Events, Atlanta Sports Council

In October of 2013, Diana joined the Atlanta Sports Council (ASC) as the Manager of Events and has since been promoted to Director. She is responsible for all ASC owned and operated events throughout the year as well as supporting partner organizations hosting local and national events. Since the launch of the Championship Hosting Division, Diana has been a part of the Events and Partnership team for the 2018 CFP National Championship, Super Bowl LIII, and 2020 NCAA Men's Final Four. Most recently, the ASC managed the efforts to successfully recruit the 2026 FIFA World Cup and the 2025 CFP National Championship.

Before joining the Atlanta Sports Council, Diana worked on the Atlanta Basketball Host Committee for the 2013 NCAA Men's Final Four. Prior to her host committee work she was with the Chick-fil-A Peach Bowl where she started as an intern in 2007 and worked her way up to Marketing Manager where she stayed until 2012.

Diana graduated from Kennesaw State University with a Bachelor of Science degree in Sports Management, concentration in Marketing.











Dr. Felipe Lobelo Physician Program Director for Epidemiology, Public Health Preparedness, Southeast Permanente Medical Group

Felipe Lobelo, M.D., Ph.D., FAHA, is an Associate Professor in the Hubert Department of Global Health at Emory's Rollins School of Public Health and Senior Physician Consultant for Population Health Research, Department of Quality and Patient Safety, The Southeast Permanente Medical Group, Kaiser Permanente Georgia.

His interests are in chronic disease prevention, implementation science, mHealth and population health and quality improvements leveraging clinical-community linkages. He has authored more than 120 peer-reviewed scientific publications and directs the Exercise is Medicine Global Research and Collaboration Center at Emory. Dr. Lobelo has a special interest in global health and health disparities in both non-communicable and infectious diseases.

From 2008 to 2010 he served as an Epidemic Intelligence Service (EIS) officer at CDC and was involved in international epidemiological field investigations, having an active role in CDC's H1N1 response; investigating the outbreak abroad and serving as CDC's spokesperson for Hispanic/Latino populations. His work with H1N1 took him to the White House, where he served as the CDC representative in the first-ever Spanish Town Hall Meeting alongside President Obama and around the nation for vaccine campaign outreach events for at-risk populations/minorities. From 2010 to 2014, Dr Lobelo served in various roles as a Medical Epidemiologist at CDC's National Center for Chronic Disease Prevention in their Office of the Director and their Diabetes Translation and Nutrition, Physical Activity and Obesity divisions. In 2012 was selected as Fellow of the American Heart Association and currently Chairs their Physical Activity Committee.











Frank Fernandez President & CEO, Community Foundation for Greater Atlanta

Frank Fernandez joined the Community Foundation for Greater Atlanta in August 2020, where he leads one of America's top 20 largest community foundations. The united power of his prior experience and the anchor institution's 70 plus years of regional leadership combine as a force for good, championing equity and shared prosperity for all who call the Atlanta region home.

Frank builds upon the Foundation's exceptional resources, leveraging a full range of assets - human, reputational and financial - to pursue equity of opportunity through servant leadership, sustainable change making in both systems and place-based work as well as through inspired giving that ultimately fulfills the Foundation's mission to lead our region toward equity and shared prosperity for all. To that end, during the pandemic and in partnership with the United Way of Greater Atlanta, he led programming to raise and deploy \$30M in grants to the nonprofit front lines.

A recognized leader on affordable housing, transportation and economic development, Fernandez' 15 years in management positions in Texas prior to joining the Blank Foundation included eight years leading Green Doors, an Austin nonprofit devoted to transforming lives and neighborhoods and five years as Deputy Director of PeopleFund, a community development financial institution. His work has been honored with the 2005 Austin Livable City Vision Award, the 2008 Austin Under 40 Nonprofit Leadership Award and the 2012 Ernst and Young Social Entrepreneur of the Year Award. He currently serves as a member of the Mission Investors Exchange Board of Directors. Frank is an ADL and The Aspen Institute Civil Society Fellow.











Gina Espinosa-Meltzer Partner, Hope-Beckham

Gina joined Hope-Beckham with the merger of the firm she founded 12 years ago, GPR Global, into HBI.

She's a communications strategist and publicist who's worked with for-profit companies and nonprofit organizations to elevate their brand, increase sales and enhance messaging to both the Hispanic and mainstream markets. In 2022, Gina received a pair of national awards recognizing her extraordinary achievements. She was honored by both PR News and PR Daily/Ragan Communications as one of their Top Women in Communications.

Gina has led initiatives to reach out to the Hispanic market for numerous organizations in the U.S. such as the High Museum of Art, the Center for the Civil and Human Rights, the Rialto Center for the Arts at Georgia State University, Grand Velas Resorts from Mexico, the Mexican State of Yucatan Tourism Board, the Mexico Tourism Board, Delta Dental Insurance, and the Atlanta United soccer club, among others.

Gina has served as an adviser to numerous organizations, including the Latin American Association, the Georgia Hispanic Chamber of Commerce, the Latin American Chamber of Commerce, Ser Familia, the Center for Civil and Human Rights, The Rialto Center for the Arts at GSU, the Ginny Millner Foundation, The W-Underdogs and other animal advocacy organizations in Mexico.

Gina moved to Atlanta in 2002 and joined CNN in 2003 as a producer for a variety of news, finance and entertainment shows. She later worked as News Editor for Mundo Hispanico and as Director of Public Relations for the Georgia Hispanic Chamber of Commerce, before leaving to form her own firm.











Hilda Abbott
Founder & CEO, RudHil Companies

As the Founder and CEO of RudHil Companies, Hilda Abbott is a passionate leader, entrepreneur, and real estate professional with over 20 years of experience. She has worked in various sectors in the Real Estate industry such as property management, investments, development, commercial, and residential properties. Throughout her career, Hilda has combined her passion for real estate with the change of the statistics within the communities she and her Realtors serve. She is a proud Latina who sees that real estate is not just an asset, but a motor for everything we do daily.

Prior to founding RudHil Companies, Hilda was the Chief Operating Officer and Partner to an Atlanta based commercial and investment firm for 7 years. Prior to that, she served as the Business Development Manager to a privately owned investment firm, specializing in redevelopment of impoverished communities in Miami, where she gained extensive experience in Low Income Tax Credit and government backed housing assistance.

RudHil's mission is to strategically empower people to create generational wealth thru its resilient culture and partners. Having education at the forefront, Hilda's vision for the company is to enhance our community's mindset on real estate.

Hilda earned her bachelor's in business administration and management from St. Leo University and has won numerous real estate industry awards as well as business and community awards. She firmly believes that with strong and ethical partnerships, we can all make a great change not only for our generation, but most importantly for generations to come.











Jaime Rangel Georgia State Director, FWD.us

Jaime Rangel was born in Hidalgo, Mexico, and was brought to the United States when he was an infant. Growing up in Northwest Georgia, Jaime attended the Dalton Public school system and graduated from Murray County High School in 2009. In 2012, Jaime became eligible for the Deferred Action for Childhood Arrivals (DACA) program, opening doors of opportunity for his future.

Having proved himself a formidable force in the state capitol, in 2018, Jaime was recruited by FWD.us, a bipartisan policy organization founded by business and technology leaders. FWD.us allowed Jaime to combine his savvy business demeanor, political expertise, and desire to help the communities he is a part of. While at FWD.us, Jaime continues to work with political leaders on both sides of the aisle to advance policies beneficial to immigrants and our state. Through his bipartisan strategy approach, Jaime helped create the House Study Committee on Maximizing Global Talent and led efforts in passing out of the Georgia House Higher Education Committee groundbreaking bipartisan-led in-state tuition for DACA recipients legislation in Georgia.

Jaime is a graduate of the Galeo Institute of Leadership class of 2014, Dalton Chamber of Commerce Emerging Leaders class of 2015, and Georgia Hispanic Chamber of Commerce Cultivating Hispanic Leadership Institute class of 2020. Additionally, Jaime serves on the Board of Corners Outreach, the Latin American Association Board, and the Georgia Hispanic Chamber of Commerce Legislative Advisory Committee.

He has been featured in the AJC, USA Today, CBS News, CNN, Univision, Telemundo, and other major media outlets across the country advocating for Dreamers and immigrants.











Jason R. Anavitarte Director of Life Services & Community Relations, CareSource

Jason Anavitarte represents Paulding, Polk and Haralson counties in Senate District 31. He is a former member of the Paulding County School Board and former Councilman for the City of Doraville where he was raised.

During 2020, Jason served on the National Advisory Committee for Latinos for Trump. Recently in 2018, Jason was named one of the 50 Most Influential Latinos in Georgia. Jason in 2016 was a RNC Statewide Delegate to the convention that elected President Donald Trump in addition to being a past delegate to multiple county, district, and state conventions. In 2011, he was named by Georgia Trend Magazine as one of the top 40 Under 40 Leaders in Georgia. In 2005, Jason was bestowed with the Ivan Allen Jr. Legacy Award named after the former Atlanta Mayor, businessman and Georgia Tech alumnus. Also in 2005, Jason was given the Public Service Award from the School of Public Policy at Georgia Tech.

For nearly 20 years Jason has worked as a businessman in the private sector and healthcare industry developing solutions to help lift up families out of poverty by finding employment, skills gap training, and developing life skills. Jason served as the Chairman of the Board of Trustees at Chattahoochee Technical College, the largest technical college in Georgia. In 2018, Jason was selected to join the American Enterprise Institute [AEI] Leadership Network. In 2016, Jason was appointed by Judge Dean Bucci to serve on the Executive Committee of the Paulding Judicial Circuit Drug Court Program.

Jason and his family attend Burnt Hickory Baptist Church. Jason and wife, Jennifer, and daughters Taylor, Madison, and Kennedy reside in Dallas, Georgia in Paulding County.











Jason Esteves Vice President of Legal, Equifax

Jason Esteves is an at-large representative and the outgoing Board Chair on the Atlanta Public Schools Board of Education. In 2013, he became the first Latino elected to a school board in Georgia and has focused his efforts on promoting equity and improving the financial outlook of the school system. In November 2021, Jason was re-elected to his third term on the Board with 62% of the vote.

In his first year as Board Chair (2018), the Board adopted an Equity Policy and Anti-Racism Resolution that eventually led to the creation of the Center for Equity and Social Justice. He oversaw the process of renaming buildings with hurtful legacies. And he created an LGBTQ+ Task Force that recommended policy changes and additional support for LGBTQ+ students and staff in the district.

Jason serves as Vice President at Equifax Inc., where he leads the handling of regulatory matters, risk mitigation, and sensitive disputes and investigations for the company. He was a litigation associate at the law firm of McKenna Long & Aldridge LLP (now Dentons US LLP) after graduating from Emory University School of Law.

He serves as Treasurer of the Democratic Party of Georgia and is on the boards of several local non-profit organizations, including GALEO and the Children's Museum of Atlanta. He is an alumnus of LEAD Atlanta (2012), Leadership Georgia (2015), and Outstanding Atlanta (2020), and is in the Leadership Atlanta Class of 2022.

Jason and Ariel are proud parents of Jaeden (6) and Zoe (3), and reside in northwest Atlanta.











Javier Díaz de León Consul General of Mexico in Atlanta

Consul General, Javier Díaz de León, holds a Bachelor's degree in International Relations from the Universidad Iberoamericana and a Master of Arts in International Conflict Analysis from the University of Kent, in England.

Díaz is a member of the Mexican Foreign Service since 1991 and holds the rank of Ambassador since April 28th, 2017. During his diplomatic career he has held various positions: Deputy Consul General in San Diego; Deputy Consul General in New York, Head of the Office for Migration and Hispanic Affairs at the Embassy of Mexico in the United States, and Executive Director of the Institute for Mexicans Abroad of the Ministry of Foreign Affairs in Mexico City.

From June 2013 to May 2016 he served as Consul General of Mexico in Raleigh, North Carolina. In May 2016, he was appointed as Consul General of Mexico in Atlanta, Georgia, serving in this position since June 18th, 2016.











Joel Alvarado VP of Strategy & Engagement Partnership, Southern Equity

Born and raised in Brooklyn, New York, Joel Alvarado has spent his career dedicated to social + economic justice, equity, movement work, and transformational leadership. He currently is Vice President of Strategy and Engagement with Partnership for Southern Equity (PSE), a social justice organization committed to dismantling structural racism and achieving racial equity in the American South.

Alvarado earned a B.A. in History at Morehouse College and an M.P.A. in Public Policy at Clark Atlanta University. He is a doctoral student at the University of Alabama pursuing an Ed.D. in Higher Education Administration. Professionally, Alvarado spent his career in the government sector lobbying for private, public, and nonprofit interests. Prior to PSE, he was Executive Vice President of External Affairs at Ohio River South, a top regional government relations firm. As a public sector expert, Alvarado gained his government experience in DeKalb County, under two different administrations, serving as Senior Advisor to the CEO, Legislator Director, Executive Director for Community and International Affairs, and Director for Keep DeKalb Beautiful.

Alvarado is a board member of the Georgia Association of Latino Elected Officials Impact Fund and the Latin American Association advocacy committee.

As a thought leader and public intellectual, Alvarado has presented or written on Black- Brown relations, Anti-racism in Latino communities, and the Afro-Latino experience. He is also the co-host of Los Políticos, www.lospoliticos.net, a podcast that offers a Latin perspective on Southern politics, policy, and government.

He lives in Atlanta, Georgia with his wife Dr. Karcheik Sims-Alvarado and son Nation.











John Duran Director of Bilingual Relationships, Beaver Toyota

I'm John Duran. Happy Colombian living the dream. I love coaching teams and individuals to reach their full potential. Through my work as a Maxwell Leadership coach and Teacher I've had the privilege of helping people from all walks of life achieve amazing goals.

I'm especially passionate about family relationships and teaching people how to grow in their personal lives. I also enjoy public speaking, which allows me to share my message with even more people.











John F. King Georgia Insurance and Safety Fire Commissioner

John F. King was sworn in as Georgia's Insurance and Safety Fire Commissioner by Governor Brian Kemp on July 1, 2019, becoming the first Hispanic statewide official in state history.

Before his appointment, Commissioner King served as Doraville's Chief of Police since 2002 after working his way up from Detective. Prior to that, he was an Atlanta police officer beginning in 1985. While at the Atlanta Police Department, King received the Chief's Blue Star for being injured in the line of duty as a result of criminal attack with a firearm.

In addition to his former roles in the Atlanta and Doraville Police Departments, King serves as a Major General in the U.S. Army National Guard assigned to NORAD and U.S. Northern Command. In his 37-year National Guard career, King has deployed to Bosnia-Herzegovina, Iraq, and Afghanistan.

King received his Bachelor's of Arts degree in criminal justice and public administration from Brenau University and a Master's Degree in Strategic Studies from the U.S. Army War College. He was a graduate of class #229 in the FBI National Academy in Quantico, VA.











Jorge Estevez Anchor/Reporter, Cox Media Groups

Jorge Estevez joined WSB-TV Channel 2 as the station's 5 p.m. and 11 p.m. anchor in January 2020. With more than 20 years of experience as a journalist, Jorge is excited to tell the stories that impact the people of North Georgia.

In Orlando, Jorge covered the effects of 9/11 on Central Florida tourism, reported on NASA's Shuttle Columbia Disaster and was in the elements for the severe hurricane season of 2004, during which several back to back storms impacted the Orlando area. He was also on the air to cover the devastation left behind on the island of Puerto Rico by Hurricane Maria in 2017. The story is of special significance to the Orlando area, because of Central Florida's large Puerto Rican population.

For a short time, Jorge left Orlando and worked at the CBS station, WFOR, in Miami. There, he won his first of nine Emmy Awards for one of his special reports on traffic patterns in South Florida. He returned to WFTV a few years later.

Jorge landed his first broadcasting job as a reporter at News 12 The Bronx and was promoted to the position of morning anchor in less than a year. Jorge will remember his time in New York City for his Emmy-nominated story of a 12-year-old boy-tur- ned-author after his battle with bone marrow cancer.

The son of Cuban immigrants, with a Puerto Rican background Jorge is from West New York, New Jersey, where he graduated from Rutgers University with a dual degree in journalism and communication.











Jorge Gomez Marketing Director, BJS/ Plaza Fiesta

Jorge Gomez is Marketing Director for BJS Plaza Fiesta - Kennedy Wilson. Jorge is responsible for the overall marketing operations of the business and supports all marketing and community affairs initiatives with the local government, public schools, private schools, and non-profit organizations. Jorge has worked in Spanish-language media and within the Atlanta Hispanic community for over 28 years. His experience in the Hispanic market and Hispanic media along with his strong relationships has contributed to his professional career.

He has been an active member of the Georgia Hispanic Chamber of Commerce, Latin American Chamber of Commerce, as well as the Georgia Food Industry Association. He is also a graduate of GHCC's Cultivating Hispanic Leadership Institute in partnership with the University of Georgia's J.W. Fanning Institute for Leadership Development. Class of 2017.

Some of his volunteering work include "Colombianitos Foundation" "Minuto de Dios", "Banda Baranoa del Atlantico" Ambassador in GA, The Ronald McDonald House Charities, DeKalb and Fulton County Middle school mentor/speaker, Latin American Association mentor/speaker, active Board Member/Founder of a Hispanic Ministry in Lilburn GA., active Board Member and Treasurer at Dresden Elementary School Education Foundation in Atlanta GA., active Board Member/Founder and president of LAZOSAmerica. Born and raised in Manizales Colombia, South America. He is the son of a coffee grower and cattle grazer and the grandson of a dairy farm owner. He migrated to the US in 1981 to begin his college education in Knoxville, TN. Jorge is a graduate of Kennesaw State University, where he holds a BA in Business Management with a concentration in International Business.

Jorge is married to Luz Robledo, a Pediatric Nurse Practitioner at Children's Health Care of Atlanta and is a very proud and thankful father of his 22-yearold daughter Hannah.











Jose Paniagua VP & Treasurer, Inspire Brands

Through various roles, Mr. Paniagua has been responsible for designing and implementing initiatives to support the Treasury department's expanding role at Inspire Brands. In his current role, he is responsible for developing and executing the strategic plan for Inspire Brands' Treasury operations, including managing the company's working capital; structuring bank and vendor relationships; guiding Inspire Brand's payment strategy; developing franchisee financing programs; managing the organization's capital ensuring compliance with the company's various debt structure; agreements; and serving as the Treasury Department's Subject Matter Expert on company-wide initiatives.

Prior to this, Jose served as the Director of Treasury at the Wendy's/Arby's Group, where he also administered the company's Smart Safe program. Jose earned a bachelor's degree in Accounting and Finance from Georgia State University and is currently on track to earn an MBA from Emory University's Goizueta School of Business in May 2019.

In addition, Jose currently serves as the Treasurer for the Georgia Hispanic Chamber of Commerce, where his passion for his profession has successfully united with his desire to contribute to his community.











Jose Perez
Board of Regents, University System of Georgia

Jose R. Perez represents Georgia's 7th Congressional District. He lives in the City of Peachtree Corners in Gwinnett County and has been a resident for 35 years. Mr. Perez is a familiar face to Education. He served on the Board of Education representing the 7th Congressional District from 2004 to 2011, and represented Georgia on the board of the National Association of State Boards of Education. Currently Mr. Perez is a Commissioner in the State Charter School Commission.

Mr. Perez is the Retired President of Target Market Trends, Inc. (TMT), a business consulting firm he founded in 2002. TMT helps clients develop strategies to target their markets and increase revenue. Mr. Perez also spent 25 years and retired from BellSouth working in various management capacities as well as an International Consultant with Gartner, Inc.

Mr. Perez is an American born in Cuba. His parents sent him to live with his grandparents in Key West, Florida at the age of 12 to escape Castro's regime. He lived in Florida, South Carolina, Texas, and New Jersey, before settling in Peachtree Corners, GA in 1983. He is married to Yolanda; and they are parents to Anabel, David, and Daniel. All are products of the Gwinnett County Public Schools and UGA. Yolanda also retired from AT&T, where they met. Ana, a past executive director with Turner, is married to Jason, mother to Jack, and lives in Manhattan. David, COO of the Carroll Organization, married to Brooke, is father to Dylan, Vivian, Gwyneth and Evelyn lives in Sandy Springs. Daniel is a Product Development Merchant with Home Depot, lives in Sandy Springs, and has earned his MBA from Terry College, UGA.











Juan Bonilla Founder and CEO, TCI CRM, LLC.

Juan Bonilla is a deeply accomplished executive and entrepreneur with over 20 years of successful data-driven marketing experience, covering Business Intelligence, Data governance, Marketing ROI, and CRM Strategies that generate multi-million revenue streams for several fortune 500 companies. Unique ability to develop methodologies and sustainable team models that support the operation and recognition of Marketing initiatives as well as sales. Respected for expert-level knowledge in technologies as well as business acumen.

He is the founder and CEO of TCI CRM LLC, a services company devoted to improving customer experiences across several industries and technological platforms, founded in 2014 with roots on Technolab Corporate International where he was a partner since 1999. The CRM business started from Marketing and moved across all departments of the organization where today it supports Call centers, Websites, Applications, Social Media engagements and implements the newest technologies based on Artificial Intelligence and Machine learning.

He also created Juan Bonilla Imports, a company that serves the Alcohol industry as an Import and Export agent for Spirits, Beer and Wine. Recently he founded the Viva Tequila Festival, to capture the interest of agave based spirits, restaurants and the general public to experience a drink that represents greatly the cultural aspects of Mexico.

Mr. Bonilla has lived in 5 different countries and is fluent in 4 languages, enjoys time with his family and friends and provides guidance and education on several forums for Technology as well as the alcohol industries.











Juan Perez Chief Information Officer Salesforce

Juan Perez is CIO and EVP of Salesforce. He is responsible for the global IT organization and leads the company's internal digital transformation to support growth and scale. Perez's team supports the integration of new acquisition companies across the Salesforce ecosystem to streamline technology integration processes, and drives global operational efficiencies through the implementation of modern technologies, including analytics, automation, artificial intelligence, and security, among others.

Previously, Perez was Chief Information and Engineering Officer for UPS and a member of the UPS Executive Leadership Team, responsible for all technology and engineering functions. He was appointed to the role in 2017 after having served as CIO since 2016. He was a driving force behind UPS's adoption of advanced analytics, and led the implementation of new technologies, including artificial intelligence, virtual assistants, and virtual reality solutions for driver training. He oversaw numerous technology systems that support the company's financial, human resources, operations, customer service, and sales, and managed a \$6 billion engineering and IT budget. He oversaw the Advanced Technology Group, charged with future operational technology strategy including robotics, autonomous transportation, and network optimization, and helped develop driver dispatch and navigation solutions aimed at improving service and efficiencies. Perez also led the largest automation and capacity expansion in the company's recent history, He was also an executive advisor on diversity across the enterprise.











Julio Rivera-MonteroSales Account Manager, Delta Air Lines

Julio Rivera Montero is a Sales Account Manager for the US Hispanic Team at Delta Air Lines. He's responsible for the strategic revenue growth portfolio of Small to Midsize businesses, providing travel solutions tailored to the Hispanic market. Julio joined Delta in 1989, and is one of those rare cases of someone who has risen through the ranks of a single employer. From Airport Operations to Customer Service, Julio has held a variety of positions with increasing responsibility at Delta, including Corporate, Agency & Consolidator Sales.

Julio has been active in various key industry chambers, serving as a Board Member of the Brazilian American Chamber of Commerce South East and the US Mexico Chamber of Commerce California Chapter.

Throughout his career, Julio has played a major role in several initiatives that focus on supporting inclusion of under-represented groups. With the mission of closing the gap, Julio serves as the Commerce Committee Chair for Delta's ADELANTE Business Resource Group, elevating Hispanic/Latino talent and promoting the need for diverse and inclusive leadership. He is the face of Delta within the communities the airline serves, fostering relationships with Chambers and Associations, including the Georgia Hispanic Chamber of Commerce, the Latin American Association, Ser Familia, the Latin Community Fund and Atlanta Gladiators Foundation.

Julio holds a bachelor's degree with the University of Puerto Rico and an MBA with the University of Phoenix.











Lillian Rodriguez Lopez Public Affairs Specialist, CC1 Companies

Lillian Rodriguez Lopez has successful experiences at the highest levels of business, non-profits, and government. Since 2008, she has focused on multicultural engagement strategies, diversity and inclusion initiatives and government relations. She is currently consulting with corporate and nonprofits clients including CC1 Companies, a food and beverage conglomerate, the Coalition for Food Security Puerto Rico, and the Hispanic Federation, a leading national non-profit organization. She previously served as Vice President, Stakeholder Relations and Customer Public Affairs and Communications for The Coca-Cola Company. In this role, she was responsible for fostering dialogue and positive relationships with the company's diverse stakeholders and implementing an enterprise wide strategy for customer channels on PAC-related issues in North America.

Prior to her departure from HF to join Coca-Cola, she was elected by national Hispanic community leaders as the first woman to chair the National Hispanic Leadership Agenda, a coalition of the leading national Hispanic organizations focused on federal public policy. She also worked with various diversity advisory councils at major corporations having served on the Nielsen, News Corporation and Comcast councils. She co-chaired the Nielsen Hispanic/Latino Advisory Council and was the immediate past Chair of the Comcast/NBC Universal Hispanic Diversity Advisory Council following her leadership in negotiating the diversity pillars, activities, and initiatives for the Latino segment.

She was recognized by People en Espanol as one of the 25 Most Powerful Hispanic Women in the country in 2010 and as one of the 25 Most Influential Hispanics in the country in 2009. She currently serves as Chair of the Board for the Latino Community Fund Georgia, and on the board of the National Puerto Rican Day Parade. She is a former Chair of the Board of Business Advisors for the National Hispanic Caucus of State Legislators.











Lisa Guadalupe ClarkeFounder & CEO, ATL Search Group

Lisa Guadalupe Clark, Founder of ATL Search Group, a Women, DBE, and Minority certified staffing company focused on Bilingual, D,E &I initiatives. She has demonstrated her dedication to the Latino community by holding free educational workshops with various community organizations for job seekers and small and minority businesses through community- based events under "Work together ATL". Lisa was named one of 50 Latinas to Watch in the US by ALPFA National. Her company received a State Resolution by the Representative of District 9 Georgia House of Representatives.

Lisa is a graduate of Leadership Atlanta Class of 2022 & Leadership Georgia Class of 2019. She served in Several Latino Boards including ALPFA, as President for the Atlanta Chapter & Co-Founder EME under GHCC. Most recently she was named Latina Business Women of the Year by the Georgia Hispanic Construction Association and her company was recognized as Best Employment Agencies in Gwinnett County by Gwinnett Magazine. Lisa served as an Advisory Board Member for the Goizueta Foundation, Inc. and the Gwinnett County Public Schools Advisory Board Member for the Hispanic Mentoring Program. She was a mentioned Honoree for the Latina Style Magazine Top 50 Award Ceremony & Diversity Leaders Conference. Lisa also received the Servant Leadership award from ALPFA National; Business Women of the Year, Small Hispanic Business of the Year by the Georgia Hispanic Chamber of Commerce. In addition, Lisa has appeared on various television, radio and media panel discussions in English and Spanish.











Louis Enrique Negrón Sr. CEO, The 100 Black Men of Atlanta, Inc.

Louis Negrón strives to give his all to his community and its children. Executive Director and Chief Operating Officer of the 100 Black Men of Atlanta since February 2021, he is committed to supporting the young scholars who will become the leaders of tomorrow.

With a heart for service and a spirit of faith, Negrón held his first role in nonprofit and children's advocacy work at age 18. He was an intern for activist Marian Wright Edelman at the Children's Defense Fund, where he learned every facet of nonprofit work while advancing through the organization over an eight-year period. He spent the next decade working in higher education at Gainesville College and Georgia Gwinnett College before he was drawn back to nonprofit work, serving organizations such as Year Up, United Way of Atlanta, United Way of Transylvania County, Operation HOPE and Supportive Housing Communities.

Negrón, an Afro-Puerto Rican, grew up in Oakland, California, and holds a B.A. in Spanish from Morehouse College and a M.A. in Administration from Central Michigan University.

In 2016, a turning point in his life led him to return to the classroom and redefine himself, personally and spiritually. As a difficult marriage crumbled and his attention to his health all but disappeared, he suffered a stroke that left him temporarily paralyzed. It was a wake-up call that showed him the drastic changes that needed to happen in his life. Negrón divorced, prioritized his health, and was accepted into Mercer University's McAfee School of Theology, from which he graduated with a Master of Arts in Christian Ministry in May 2021. He also became a certified wellness and life coach, and he enjoys supporting others who are ready to transform their lives.











Maria Alejandra Bastidas
Vice President and General Manager, Telemundo Atlanta

Maria Alejandra Bastidas is the Vice-president and General Manager of Telemundo Atlanta, an affiliate owned by Gray TV. She joined the Gray TV family 6 months ago bringing her more than 22 years of experience as media leader and pioneer on the digital evolution of media, marketing, sales and social media production.

As a transformational executive and leader, Bastidas led the team of journalist and media professionals that transform Mundo Hispanico local newspaper into the #1 Independent Spanish News Site in the US. She developed news, crime and spiritual podcasts for the Latino listeners and OTT long format programming with passion topics for the Hispanic audience.

Deeply involved in the Hispanic community, Maria Alejandra is on the board of directors of organizations such as EME de Mujer of the Georgia Hispanic Chamber of Commerce, HOPE (Hispanic Organization Promoting Education) and Girls Lead.

She leads seminars and workshops to empower women and entrepreneurs to develop themselves, become leaders of their lives and use social media to promote their businesses, their careers and their brands.

Bastidas holds a bachelor's degree in Social Communication from the Universidad Católica Andrés Bello in her native Venezuela. She lives in Duluth, Georgia with her husband and three children.











Maria Guerra-Stoll President and CEO. PAM Studios

A native of Caracas, Venezuela, Guerra-Stoll graduated from the University of Tennessee at Knoxville with a Bachelor's of Architecture. She has completed two MBE programs at the Tuck School of Business at Dartmouth College: Building a High-Performing Minority Business and Growing the Minority Business to Scale and also completed the Leadership Atlanta program and attended the John F. Kennedy University Institute of Entrepreneurial Leadership program: Business Reshaping and Advanced Entrepreneurship.

In 2015, Guerra-Stoll founded Playa Azul Media (PAM), a production company, to fulfill her vision of tapping into the underserved market of communities that show the most rapid growth of consumption in the film industry. She has been approached by many in the Hispanic community to lead in the development of film, television and streaming products that will inspire young Latinos to dream big and to change the global stereotypes of this community. Guerra-Stoll has created a dynamic company where customers are the focus and uses innovation and diligence to create places and products that inspire. Her clients' complete satisfaction is her goal in every project.

Guerra-Stoll is a former Chairman of the Board of the Georgia Hispanic Chamber of Commerce, Board Member of the Georgia Chamber of Commerce, and is currently an Executive Board member for the Latin American Chamber of Commerce. She has partnered with the Rome International Film Festival to establish their LatinX Film Category. PAM Studios mission is to uplift LatinX voices and provide inclusive opportunities for filmmakers. She has been featured in Georgia Trend Magazine, Atlanta Woman Magazine, and the Atlanta Journal-Constitution, to name a few, as well as being featured on several business radio programs and Hispanic TV programs and panels.











Martha Revelo NE Outreach Director, U.S. Senator Raphael Warnock

Martha Revelo is the Northeast Outreach Director for the United States Senator Raphael Warnock. As an Atlanta native born from Salvadoran immigrant parents, Martha has championed opportunities for minority and underserved communities to engage, participate, and create a streamline of much-needed funds to hundreds of projects across the State of Georgia. Over the years, she has been a proponent of organizational culture, diversity leadership, strategic direction, and sustainability helping create diverse opportunities for organizations through relationship building nonprofits, stakeholders, local, state, and federal government; Promoting diverse program initiatives, and participating in development strategies promoting sustainable growth. Martha was a proponent of the first congressionally directed spending allotted to a Hispanic organization, which made a historical marker in the Hispanic business community in Georgia.

Recently, the Fulton County Board of Commissioners proclaimed, "Martha Revelo Appreciation Day" on September 15, 2021, honoring the years of commitment and service to the community she grew up in. During the 2022 legislative session, the Georgia State House of Representatives gave Martha a recognition for all the hard work over the past years, in particular working towards bridging the gap between federal, state, and local government. She also led the creation of Salvadoran American Day in Georgia that is now recognized on September 17th. Most recently, Martha was selected among distinguished individuals to Outstanding Atlanta's 2022 cohort who have demonstrated extraordinary leadership in their prospective discipline.

Martha holds an M.A. in Political Science for Professional and International Politics and a B.A. in Political Science for International Relations from Georgia State University.











Michael Gorman Hernández
President and CEO, SSD Contracting, LLC

Michael Gorman Hernández is the President and CEO of SSD Contracting, LLC. Michael was born in Brownsville, TX and moved to Ft. Worth TX as a child. After high school, he joined the United States Navy. During his time in the Navy, Michael sustained a career ending injury and was honorably discharged. Amid his injury, Michael continued his rehabilitation while living in Florida and obtained his General Contractor's license before moving to Atlanta in 1998. In 2007 Michael decided to start his own company and founded SSD Contracting.

SSD Contracting is a minority and veteran-owned contracting company specializing in heavy civil, demolition, and environmental remediation based in Atlanta, GA. SSD is certified by the City of Atlanta, the State of Georgia, and the US Federal Government through the MBE, DBE, and SDVOSB programs. SSD is also 8(a) Certified with the SBA.

Michael has more than twenty-five years of operational construction management experience in heavy civil construction, demolition, environmental, and site development projects in both the government and private market sectors. He also holds five general contractor licenses across the Southeastern United States.

Michael currently lives in Woodstock, GA with his wife of 22 years and their three children. He is an avid outdoorsman who enjoys spending time with his family on their farm in neighboring Alabama. His hobbies include hunting, fishing, golf, and anything outdoors. Michael loves to cook and entertain for his family and friends while watching UGA football on Saturdays.











Misty S. Fernandez Regional Director, Georgia Power

Misty Fernandez is a Regional Director for Georgia Power with over 20 years experience in the energy industry. In her current role, Misty leads Georgia Power's external activities for the City of Atlanta and the Metro South region, including customer service, sales, region operations, charitable giving, and community and economic development for Fulton, Clayton, Henry, Butts, Spalding, Fayette and Coweta Counties.

Misty serves as chairwoman of the board for the Latin American Association, chairwoman of the board for Caminar Latino and member of the board for the Midtown Alliance.

Misty was recently named as one of the 50 Most Influential Latino Leaders in Georgia and was also recognized by the Hispanic Association of Corporate Responsibility as one of 40 high-achieving Hispanic professionals in the U.S. Georgia Power is the largest subsidiary of Southern Company, one of the nation's largest generators of electricity. The company is an investor-owned, tax-paying utility, serving 2.6 million customers in 155 of 159 counties in Georgia. Georgia Power's rates remain well below the national average.











Moises Velez Founder and Editor, Que Pasa GA

A native of San Juan, Puerto Rico, Moisés Vélez Sáez, was born in 1955 and attended public schools. Moises eventually graduated with a Bachelor of Arts Degree in Sociology from Universidad Sagrado Corazón in Puerto Rico. Moises has been married to Maribel Acevedo for over 36 years. Moises' family includes Marcos, a local artist; Matthew, a college graduate working in Columbus; Gwendolyn, a college professor in Maryland and Thalia, his foster daughter who is married and has 2 children.

Moises' unexpected migration to Macon came about when Rev. Don Wood (Good News TV) traveled to Puerto Rico to film a documentary about the United Methodist Church.

¿Qué Pasa?, Central and Middle Georgia's oldest local periodical, still going strong 26 years later, ¿Qué Pasa? distributes 10,000 free copies of its monthly periodical to a group of loyal readers.

Six years ago, with the help of friends and the support of the Knight Foundation, Mercer University, and others, Moises spearheaded the creation of ESTAS SON LAS NOTICIAS (ESN), a weekly newscast focused on local issues. The newscast airs on WMUB TV.

Moises has become a humble trusted leader over the years. His reputation in this community and beyond is impeccable. Whether you have a family emergency, have lost a family member, have immigration or tax issues, plan to marry, or just need a referral to a Spanish-speaking business to patronize, the community knows whom they can call on. His advice and support are respected and sought after daily.











Monica Altagracia Marin Cruz

Consul General of El Salvador in Georgia

My name is Monica Altagracia Marin Cruz, Consul General of El Salvador in Georgia, I graduated from Law School at the Central American University, Jose Simeón Cañas, with a Bachelor's in Legal Sciences, in 2002, thus becoming a Lawyer and Public Notary. In 2005, I got my master's degree in Business Law from the University of Barcelona, Spain. At the time, I worked for law firms in both El Salvador and Spain.

I have worked as a public official since 2006, in various positions, one of the most recent being legal advisor to the Minister of Economy, prior to assuming the position of Consul General of El Salvador, in the state of Georgia at the end of 2020.

One of the most important achievements during my management has been the implementation of simplified procedures for the Salvadoran community, which led our office to the highest production of documentation in the last five years, being able to overcome the overdue as an effect of the COVID-19 Pandemic in the year 2020, as well as the implementation of document delivery at mobile sites by approaching the community and provide them a quality service.

I am beyond proud to leave a legacy for the Salvadoran Community through a Resolution issued by the House of Representatives, declaring September 17th of each year as Salvadoran American Day in the state of Georgia.

This Resolution recognizes the contributions of Salvadorans regarding economic and social development. I take this opportunity to congratulate the Salvadorans of our community, due to their work with our consular headquarters, the Resolution is now a reality.











Oscar Zelaya President and CEO, Blue Point Entertainment

Born in El Salvador, moved to Atlanta, GA at the age of 23 in 1999 and like every immigrant who begins his journey in the United States, worked doing anything he could get, one of those things was construction. But music has always been his passion, since he was 6 years old, he played several musical instruments and participated actively in his school band and in different musical groups. This opened many doors in the world of entertainment, so he was given the opportunity to open LATINTIME STUDIOS, the first professional recording studio in Atlanta, GA exclusively for the Latino market where he produced several albums with local bands and singers. Then he organized along with the Latin Grammy- VÍVELO-, the first music conference for Latin musicians and artists with the participation of record labels directors and renowned personalities such as Leila Cobos -Editor in Chief of Billboard, Sergio George- today's most important music producer, who has launched the career of artists such as: Marc Antony, Luis Enrique, Prince Royce among others.

In 2006 he opened BLUE POINT ENTERTAINMENT, company with which he has managed to represent and produce the most important artists in the industry such as: Juan Gabriel, MANA, Romeo Santos, Aventura, Joan Sebastian, Pepe Aguilar, Ricardo Montaner, Ricardo Arjona, Don Omar, Wisin y Yandel, Gilberto Santa Rosa, Intocable, Franco De Vita, Justin Bieber and many more. Currently, he is leading the tour of Karol G, the most important singer of urban music, as well as the concert that unites two great Mexican artists LUCERO Y MIJARES, together for the first time in USA Tour 2022.

Founder and creator of K&Z Broadcasting, the VIDA ATLANTA radio network with a family format that revolutionized the way of doing radio in Georgia, which led him to produce VidaFest, one of the largest Christian music festivals in the United States for the Latin market.











Pamela Peynado

Doctor of Jurisprudence, Esq., Lee & Peynado

Immigration Law Group

Pamela Peynado serves her community as a partner at Lee & Peynado Immigration Law Group, community servant via her non profit organization The Love Project 404, and also on the bench as an Atlanta Municipal Court Judge

Born in the Dominican Republic, Pamela migrated to New York and later moved to Georgia. Her life experience as an immigrant and her passion to help others made working in the field of immigration law the perfect fit. Pamela is a symbol that hard work pays off as she now owns 50% of the firm where she was previously employed as a receptionist. She has successfully represented fortune 500 companies, hospitals, cities, and aggressively defended countless adults and children in deportation proceedings.

She has served as a legal expert on CNN, ABC, NBC, Telemundo, Univision and conferences. Due to her passion and exemplary representation amongst the immigrant community, she has received numerous awards and recognitions. Most recently, she was selected as a 2022 Rising Star by Super Lawyer, named GSU's 40 Under 40 Class of 2022 and starred on the CNN's Great Big Story documentary "The Defenders."

Pamela has held leadership positions on the GHBA, GABWA, AILA and the LAA. She served on the Mayor's immigrant detention advisory council and was appointed to Senators Warnock & Ossoff Federal Nominations Advisory Commission.

Under her leadership, The Love Project 404 has posted over \$300,000 in bail, gave \$40,000 in scholarships, paid local families' rent and bills and mentored hundreds of young minority female students.











Rene Alegria
President & CEO, MundoNOW

Rene is currently the President and CEO of Mundo Hispano Digital Network. Winner of 8 Emmy Awards, the primary digital destination of the company is MundoHispanico.com. With 10MM+ Users per month and 8.6MM Facebook fans, the company is a conduit of news and entertainment programming for the US Latino community.

Alegria was also the founding Chief Executive Officer of Mamiverse Media, a digital platform devoted to Latina moms and their families, whose mission is to entertain, inform and empower Hispanics across the U.S.A.

As featured on The Today Show, USA Today, CBS Early Show, The Daily Beast, and Fox News, among many others, Mamiverse was an in-depth digital hub that specifically caters to Hispanic families, providing quality information for the primary decision maker of any Latino home: Mom. The platform gained national prominence in 2012 when it was selected by First Lady Michelle Obama for a historic live-stream 'Mom Chat' discussing issues important to Latina moms. Now reaching millions, Mamiverse has broadened its content base with channels devoted to Food, Health, Money, Style Jobs, and Books.

Prior to launching Mamiverse, Alegria was the founding publisher of Rayo/ Hapercollins, an award-winning publishing imprint centered on giving voice to the Latino experience through books. With creative marketing and publicity campaigns, he built an organization that helped alter how bicultural U.S. Latinos are perceived, both as a content savvy community, as well as a cohesive revenue generating demographic. The books he published won over one hundred International Latino book awards.











Shirley Anne SmithExecutive Director, Atlanta Fire Rescue Foundation

Shirley Anne Smith, affectionately known as SAS, is the executive director of the Atlanta Fire Rescue Foundation, Inc. (AFRF). AFRF is the nonprofit fundraising entity of the Atlanta Fire Rescue Department (AFRD). As the Executive Director of the Fire Foundation, Shirley Anne brings prudent leadership, fundraising acumen and nonprofit management experience to her daily responsibilities.

The AFRF mission is to directly support the 1,100 City of Atlanta firefighters and their commitment to the citizens of Atlanta. The Foundation funds essential equipment, training, workforce readiness and community engagement as the first responder for first responders in support of a safe Atlanta and a city that is prepared to lead in fire safety and protection.

A passionate advocate for firefighters and other public safety first responders, a highlight of Shirley Anne's leadership at the Foundation includes the commissioning of a pay raise study to assist the Mayor in a historic announcement on behalf of City of Atlanta's firefighters and EMTs. The study helped approve an average salary raise of nearly 20 percent. As a woman of color, supporting a fire rescue department in a city that primarily serves people of color, she believes that the diversity of the community should be reflected in the diversity of the fire industry. The foundation programs support the intentional recruitment of women, and members of the Latino and LGBTQ community. The Foundation's diversity recruitment campaign, Step Forward, has been recognized by the advertising and marketing industries around the globe.











Sofia M. Bork Community Affairs Manager, Truist

Sofia Bork is employed with Truist as the Community Affairs Manager for the Georgia region. She is the founder of the Edgar Flores Memorial Latinx Ethnobotanical Garden in the Sara J. González Park. She is an alumna of the 2019 LEAD Atlanta class. She is also a recipient of the "50 Most Influential Latinos in Georgia" award in 2019, 2020, and 2021 presented by the Georgia Hispanic Chamber of Commerce. She also received the Park Pride 2020 "Inspiration Award" for her efforts in creating equitable and accessible greenspace. Her philanthropic endeavors span the areas of sustainability, diversity, equity and inclusion, inter-religious advocacy, urban agriculture and public speaking











Eloisa Klementich President & CEO, Invest Atlanta

Dr. Eloisa Klementich is President and CEO of Invest Atlanta. Previously, Eloisa served as managing director of business development at Invest Atlanta. In this position, she worked to attract new businesses and create initiatives that promoted job growth in Atlanta. Before coming to Invest Atlanta, Eloisa served as special assistant for economic development at the U.S. Economic Development Administration in the Office of the Secretary. She served as California's assistant deputy secretary for economic development and commerce and has held various roles with city governments, including the consultant for Mexico's President Vicente Fox, working on best practices for addressing constituent issues and requests.

Eloisa holds a bachelor's degree from Pitzer College and a master's degree in business administration from el Instituto Tecnologico de Monterrey. She holds two master's degrees in urban planning and Latin American affairs from the University of California, Los Angeles. She received her doctorate degree in public administration from the University of LaVerne. Eloisa is also active in various business and civic organizations.

She serves as a board member for the Latin American Civic Association. Access to Capital for Entrepreneurs, Atlanta Technical College, Atlanta Workforce Development Agency, LaunchPad 2x, Startup Atlanta, and Atlanta Emerging Markets, Inc. A graduate of the Leadership Atlanta Class of 2017, she is also involved with the Women's Entrepreneurship Initiative, Georgia Economic Development Association, and International Economic **Development Council.**











J. Antonio DelCampo Attorney, DGL Attorneys At Law

J. Antonio DelCampo previously served as a Judge in the State Court of Dekalb County for nearly a decade. As one of the state's most well-respected judges, Tony is best known for handling some of the most complicated cases in recent memory including all of the civil claims originating from the Brian Nichols courthouse shooting case, countless medical malpractice cases, and intricate products liability trials with substantive verdicts—one of which was among the largest in the history of the state.

A native of Lima, Peru, Tony came to Atlanta, Georgia, in July of 1979. Tony graduated from Emory University in 1991 and received his law degree from Georgia State University in 1994, where he served as an Editor on the GSU Law Review.

Last June 2022, Tony was appointed as President Elect of the Georgia State Bar Association, becoming the first Latino to serve in that capacity. Tony has been very involved in the legal community serving as past Chairman of the Board to Determine Fitness of Bar Applicants, and a member of various organizations.

Prior to becoming a State Court Judge, Tony was named as the 2000 Lawyer of the Year by La Vision de Georgia, a local newspaper catering to the growing Latino community. In 2002, Georgia Trend Magazine named Tony one of its "40 Under 40", a list of the 40 most influential Georgians under 40 years of age. Tony is a graduate of Leadership DeKalb, and a 2004 graduate of Leadership Georgia. A past president of the Georgia Hispanic Bar Association, Tony also served as the Regional President for the Hispanic National Bar Association (HNBA). In 2002, Tony was elected Vice-President of the Judicial Council of the HNBA. After resigning from the bench in 2011, Tony has been named as a Super Lawyer for the years 2013-2022.











Tony Guerrero Actor/ Producer/ Voice-Over Actor

Born in Mexico, Tony Guerrero is a versatile actor, producer, and voice over talent. Since 1997, Tony is the only Hispanic actor from Georgia who has positioned himself as a Hollywood actor working alongside a list of actors such as Tom Cruise, Kevin Bacon, Rebel Wilson, Liam Hemsworth, John Litgow and many more.

He founded L.A.S.T Latino Atlanta street theater in order to help others to express themselves in the theater scene

Then he founded Talento Latino, LLC, an acting and modeling school in order to train a new generation of actors and models.

Tied to his community, Tony Guerrero has promoted art through his mural contest heart my block and comunidade and he's currently producing a TV show called Mi Gente, where he highlights successful immigrants stories. He also owns and operates Plaza Fiesta Radio and serves as a Vice President for the Georgia International Film Alliance.

He is the official voice of Lucky the Leprechaun, TMobile, Church's Chicken, Redbull TV, and more.











Vanessa Ibarra
Executive Director, City of Atlanta Mayor's Office of International & Immigrant Affairs

Vanessa Ibarra is originally from Caracas, Venezuela, and has enjoyed living and working in France, Germany, Mexico, Peru and the United States. Over the course of the last 12 years, Ibarra has consulted and supported international trade organizations such as ERAI (Entreprise Rhone-Alpes International), the French Embassy Trade Office, and international private organizations such as VGH International GmbH and YER USA Inc. In her various roles, she advised European companies interested in establishing their businesses in the United States and led trade missions across the United States.

Ibarra served as the chief of protocol for the Mayor's Office of International Affairs under Mayor Kasim Reed and was later promoted to deputy director where she launched the city's first international startup exchange program and promoted the Metro Atlanta Export Challenge Grant in partnership with UPS, Chase and regional partners. Ibarra was later appointed as the new director for the International Affairs Office under Mayor Keisha Lance Bottoms. As director, Ibarra advises the mayor, cabinet members, the airport and City Council on international matters. Under her leadership, the city has strengthened ties with international cities, attracted international events such as the Smart City Expo Atlanta, Wunderbar Together and the Sustainable Airport Areas International Seminar, grown the Atlanta Christkindl Market, launched the first Women Export University Program in partnership with UPS and the first IoT Living Labs Agtech Challenge, and supported the establishment of the Atlanta Global Studies Center.











Veronica Toscano de Leger Government Liaison, Government of Guanajuato

Mrs. Toscano-Leger is the Government Liaison for the state of Guanajuato, Mexico. Outside of work she dedicates her time to promote the culture and traditions of Mexico. She was born in Salamanca, Guanajuato, Mexico and in 1999 with a true entrepreneurial spirit she and her husband moved to the United States.

Since coming to the US, Mrs. Toscano-Leger has been a teacher, an interpreter and the President and Co-Founder of Casa Guanajuato Georgia, a non-profit organization. She has served on the Advisory Council for the Institute for Mexicans Abroad, served as an advisor for the institute for immigrants of the state of Guanajuato and is an ongoing leader within the metro-Atlanta Hispanic community.

In addition to her professional achievements, Mrs. Toscano-Leger has a passion for helping Hispanic women entrepreneurs and artists. She currently serves on the Board of Hispana Realizada Foundation and is part of the Mexican Cultural Arts Alliance with the Mexican Museum in Chicago. She started her own foundation in 2020.

Over the years, Veronica has been featured by numerous radio and TV stations including Univision, the AJC and Mundo Hispanico. She has worked with different organizations and is one of the featured entrepreneurs of Inspiracion Hispana, 45 Historias Inspiradoras, Mujeres Latinas. In 2018 she received a notable mention of the 50 most Influential Latinos in metro Atlanta. And was recently recognized as a nominee for the Gwinnett Chamber's Moxie Award!

Mrs. Toscano-Leger and her husband Larry Leger are the proud parents of two young men ages 23 and 20.











Vicenzo Piscopo President and CEO, United Spinal Association

Vincenzo Piscopo is the President and CEO of United Spinal Association, the largest membership organization of people with spinal cord injuries and disorders in the United States. Vincenzo is a seasoned professional with 25 years of experience in the private sector with a focus on innovation, corporate social responsibility and diversity and inclusion. He is a strong advocate for the equality of people with disabilities and has a keen interest in equity, inclusion and accommodation at the workplace.

Before being named CEO of United Spinal, Vincenzo was a part of The Coca Cola Company, where he founded This-Ability BRG, cultivated strategic relationships with veterans, people with disabilities and Hispanic serving organizations, and promulgated the company's first disability inclusion agenda.

Vincenzo is the founder of the Wheels of Happiness Foundation, where he utilized his expertise to help people with motor disabilities in disadvantaged areas of the world. As a result of the foundation, over 500 individuals with disabilities have been able to regain their independence, reintegrate into society, and add value to their communities. Additionally, he is a member of the board of directors of Respectability, FODAC (Friends of the Disabled Adults and Children), and the Shepherd Center.

Vincenzo has a BS in economics from Universidad Catolica Andres Bello, an MBA from Carnegie Mellon University and a Master in Creativity from Buffalo State College.

He was born in Valencia, Venezuela to Italian immigrants. He is married to Dr. Gabriela Piscopo, with whom he has 4 children, and enjoys playing wheelchair tennis and reading Latin American Literature. He is an enthusiastic public speaker on subjects including innovation, diversity and inclusion, disability rights, immigrant rights, Hispanic culture, and motivational topics.











Zulma LopezImmigration Attorney, Lopez Immigration

My name is Zulma Lopez, and I am honored to be our Representative for Georgia House District 86. I carry this responsibility knowing the magnitude of its impact on everyday Georgia families because I'm an immigration attorney, a small business owner -- and most importantly, I'm a mom.

I started my law firm in 2014 to fill Georgia's deficit in bilingual immigration attorneys, and I've spent the past decade working to keep families together and to give them a shot at the American Dream. It's in this work that I've honed a skill set in advocacy and representation. As the only Latina in the General Assembly, I intend to continue to uplift the voices of our immigrant community. Running my law firm for the last six years has also been a learning opportunity in managing my own small business. This is why I am also passionate about creating opportunities for women and minority business owners in our district, DeKalb County, and our state.

I'm also proud of my community service work on the Caminar Latino Advisory Board, Liaison Committee of Immigration and Citizenship Services, and the Georgia Bar Investigative Committee. I am a proud alumnus of Leadership Georgia, the premiere training for leaders in the State of Georgia. It has been through my participation in Leadership Georgia, for the last three years, that I have learned from communities across the State of Georgia. I have visited urban, rural, the coast, the mountains, metro and small communities. Meeting the leaders and visiting the industries in each community has given me a deep understanding of our state, a valuable asset that I bring to the General Assembly.







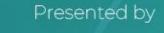


















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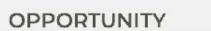






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