HISPANIC LEADERSHIP SUMMIT REPORT

Vision 2020

United Nations Headquarters, New York
December 2018
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On December 10, 2018, leaders of the U.S. Hispanic community gathered at the United Nations for the first Hispanic Leadership Summit convened by the We Are All Human Foundation, a non-profit devoted to equity, diversity and inclusion. The summit explored the challenges the U.S. Hispanic community faces due to its continued underrepresentation in all sectors of society, including in the news media, despite being America’s largest diverse community – a market of more than 55 million, representing $1.7 trillion of annual purchasing power and more than 55 million Americans.

The summit engaged participants in real-time polling and panel discussions, which were designed to surface the key challenges, opportunities and solutions they would envision themselves addressing as one U.S. Hispanic community – a Vision 2020 agenda for the future.

Additionally, attendees drew inspiration from various research insights, including We Are All Human’s first Hispanic Sentiment Study, which surveyed more than 2,500 U.S. Hispanic and Latinx respondents.

This report summarizes the summit’s key outcomes.
Summit outcomes detailed in this report reflect data and feedback gathered from the event’s panel discussions and keynote addresses, and real-time polling of the more than 300 attendees who participated from the worlds of business, media, technology, politics, and civic society (NGOs and non-profits).

What sector do you represent?

- **30%** Media
- **31%** Business
- **15%** Technology
- **9%** Civic Society (NGOs & Non-Profits)
- **2%** Govt. & Elected Officials
- **2%** Arts & Culture
- **12%** Other
Executive Summary: Our Common Agenda

Summit attendees were unanimous in expressing the belief that a significant difference exists between the demographic and economic presence of the U.S. Hispanic community and how that community participates, and how it is represented and portrayed, in American society.

Attendees said this is resulting in the U.S. Hispanic community’s potential not being realized. They acknowledged this is due, in part, to a lack of consensus and coordination across the community’s many sub-communities, which exist along racial, country of origin, geographic, political and economic lines.

A possible way forward emerged from the summit’s panel discussions and in-meeting polling, as attendees rallied around three themes: **access to education, financial empowerment, and improving the image of Hispanics and Latinos**.

Summit leaders saw each area as integral to improving the community’s influence, particularly if greater numbers of Hispanics are to serve in the highest levels of leadership in the public and private sectors, including in industries such as media, entertainment and technology.

Attendees agreed the presidential election year of 2020 provides an opportunity for a call to action, and that next steps should include the promotion of the summit’s outcomes and conclusions and the organization of future summits for 2019.

Top Priorities Vision 2020

Source: 2018 HLS. Please select what you believe are the top 3 goals of the Hispanic Community? (Top 3 prioritized answers)
The Hispanic Sentiment Study revealed the US Hispanic community at large does not recognize their contribution to society. Exposed to the same questions, leaders gathered at the Hispanic Leadership Summit revealed a knowledge gap between the groups, making evident that there is a problem to resolve.

For each statement, audiences (summit leadership and population at large) were asked if they found this statement about the US Hispanic / Latino Community to be SURPRISING, from "very surprised" to "already knew that". Yellow data from the Hispanic Sentiment Study. Grey data from voting exercise during Hispanic Leadership Summit.
Across the Summit Panel discussions, a key challenge identified by panelists was the Hispanic community’s lack of leadership.

<table>
<thead>
<tr>
<th>Panel Name</th>
<th>Main Challenge</th>
<th>Main Opportunity</th>
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<tbody>
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<td>Political Roadmap</td>
<td>Fragmentation &amp; Lack of Leadership</td>
<td>Electing more Latinos to office</td>
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Source: 2018 HLS Summit voting exercises, post-panel sessions. (see Technical appendix for Question data)
At the summit’s conclusion, attendees voted on their top choices of challenges, opportunities and goals to inform a Vision 2020 agenda for the community.

### Challenges
- Stereotypes
- Fragmentation
- Lack of leadership

### Opportunities
- Education
- Political Representation
- Economic Opportunity

### Vision 2020 Goals
- Access to education
- Financial Empowerment
- Improving image of Hispanics/Latinx

Source: 2018 HLS Summit voting exercises, post-panel sessions. (see Technical appendix for Question data)
KEYNOTE SPEAKERS

- Sol Trujillo
- Claudia Romo Edelman
- Tom Bossert
- Jimena Tinoco
- Julian Castro
- Richard Edelman
- Daniel Lubetzky

(Left to Right): Patricia Mota, CEO Hispanic Alliance for Career Enhancement and Ramiro Cavazos, President & CEO, United States Hispanic Chamber of Commerce
“Most economists believe we are going to have a recession, at some point in 2020. This means we need people in the labor force to be productive. Where is the calvary going to come from? Sixty percent of the answer is our country’s Latino workforce.”

“Our economy cannot grow anywhere above 2-2.5 percent without us rethinking our openness to immigration, as we need a growing workforce and understand what kind of immigrants we want. And it’s not just about having more PHDs, because our inability to produce goods and services at increasing rates is a function of how many people we have available to do the work at all levels of the economy.”

“There is a great intersection between the U.S. Latino cohort and the rest of the population in this country. All we need to do is help everyone understand it and not shy away from the conversation. Educate, educate, educate. Because when we do that, people’s minds will change.”

Source: 2018 HLS Keynote speech

Keynoter: Sol Trujillo

Chair and co-founder, Latino Donor Collaborative (LDC); chair and founder of Trujillo Group, LLC.
“Seventy-seven percent of the Hispanic population has no idea of its own potential. Imagine if 77 percent of the staff in your offices had no idea what they were doing or where they were heading. That would be a disaster.”

“I have been a social marketer and activist my whole life. When I came to the U.S. four years ago, I saw the packaging of Hispanics had nothing to do with our beauty, our potential and our people.”

“We think small, but we are big. We act weak, but we are strong. We act divided, but we all feel Latino.”

“Three reasons why this is the time to unify: One, the economy is strong; there is room for us to prosper. Two, young people are starting to get disillusioned and disengaged, resulting in a lack of confidence in the American Dream. Three, companies care about the Hispanic market today. Lets embrace their desire to support our journey and our transformation.”

“Take a mirror and look at how beautiful and powerful our community is. Then pass on the mirror. It’s time for Hispanics to talk to Hispanics about the beauty of Hispanics.”

Source: 2018 HLS Keynote speech

Keynoter: Claudia Romo Edelman

Founder, We Are All Human Foundation; Mexican-Swiss diplomat who has successfully led public relations, brand and marketing efforts at World Economic Forum, UNHCR, UNICEF and the Global Fund. Created the SDG Lion Award and launched product RED.
“We need a lot more listening and learning between the current administration and this group (the Hispanic community) and what it represents. If we can get a fraction of this learning that I have heard in this room to trickle into our congress, we can make progress.”

“The U.S. Latino community is the most culturally similar to the broader U.S. population. The Western Hemisphere is blessed with similar values, backgrounds and thinking.”

“To paraphrase President George W. Bush, “We must not allow our differences to harden into divisions.” As we have differences, let’s debate through them. If we harden over any of them and turn them into divisions, I don’t think we’re going to end up with solutions to our problems.”

Source: 2018 HLS Keynote speech

Keynoter: Tom Bossert

Former Homeland Security Advisor to U.S. President Donald Trump.
“It’s time that we, the young Hispanics, regardless of our ancestry, recognize that we have a lot in common and enormous potential.”

“Being a proud Hispanic is key to our community improving its educational and economic progress and to projecting its voice into the decision-making process of this country.”

“To me, the backbone of the Hispanic identity is the language – which allows us to come together, regardless of our national heritage. We are proud of speaking English, but we should be just as proud to speak Spanish.”

“Approximately 400 million people around the world speak Spanish. Spanish is the second most spoken language globally. This translates into opportunities in business, culture and cooperation. To speak Spanish is an enormous competitive advantage for Hispanics.”
“Brain power is the new currency of success. There is a premium on young intelligent, ambitious folks. What better community, then, to turn to than the Latino community. To ensure the US economy can be competitive."

“As of the 2010 census, 23 percent of the under 18 age population in the US are Latino. In other words, the destiny of the U.S. has never been more tied to the destiny of the U.S. Latino community and vice versa.

“We must be more intentional than ever when it comes to supporting public policy that can dismantle the barriers that still exist to our full democratic participation.”

“And we need to help elect folks — Latino and non-Latino — that will represent well our communities of color."

“We need people everywhere: marching on the streets, in the city halls and state capitols, and in the board rooms — that are making a contribution to ensure that more opportunity is provided. More representation is shown. And ultimately that folks can reach for their dreams because we helped make it so.”

Keynoter: Julian Castro

Former U.S. Secretary of Housing and Urban Development, and former mayor of San Antonio. Recently announced his candidacy for President of the United States.

Source: 2018 HLS Keynote speech
“According to the 2018 Edelman Trust barometer, the trust in business among Hispanics since 2016 fell more than trust in government. Hispanics feel that business did not step up. And business must step up now.”

“The way to stand up is for you, as brands, to take a stand with your consumers. One of the insights that we’ve learned from trust over 18 years is that marketers can no longer just products based on functionality.”

“People are buying with their souls, not simply with their brains. The Hispanic consumer group has the highest intention of buying when brands take a stand.”

“Put your big money, which is in the marketing department to work telling Hispanics you will stand with them.”

Source: 2018 HLS Keynote speech
“The Hispanic community has a critical role to play, because we stand at the intersection of a lot of different cultures and places. We have the power to unite, first, our community, internally, and then to be bridge builders for all of the other communities."

“Some people confuse kindness with weakness because they think kindness is just being nice. But kindness is a much stronger force. Kindness requires enormous amounts of strength. Kindness requires action."

“We need to have the strength to listen to people we disagree with, find common ground and use empathy and connection, which are incredible values in the Hispanic community.”
PANEL DISCUSSIONS & SHARED VISION
Overview of Hispanics in the US

Data and insights that set the stage for panelist discussions throughout the day.

KEY VIEWS:

- Latinos have tremendous buying power: $1.7 Trillion projected by 2020 [1]
- "We are entrepreneurs: Latinos accounted for 86 percent total net new businesses formed between 2007–2012." [2]
- Employment in Latino-owned firms grew by 22 percent between 2007 and 2013. [2]
- "Latinos are producers: Latinos contributed $98 bil of the $855, 2013 Social security balance – more than 1 percent." [3]
- The American Latino GDP was $2.3 trillion in 2015 - if it were a standalone economy it would have been the 7th largest in the world. [1]

Ana Valdez  
Executive Director, Latino Donor Collaborative

Therese Caruso  
Managing Director, Global Strategy & Insights, Zero Group

KEY VIEWS:

- "68 percent of survey respondents said the American dream is not what it used to be."
- "And 10 percent said that the American dream is not what it is at all, and could perhaps even be disappearing."
- "We studied the values of Hispanics in America. Their values are hopeful and optimistic. They display a deeply held confidence, that even in the most challenging times in the United States, an aspiring and ambitious practicality prevails. Especially when it comes to the younger generation."

Source: The Hispanic Sentiment Study

VISION 2020 set the summit’s tone for the day, as panelists shared their views on the most pressing challenges and opportunities for the U.S. Hispanic community, leading a dialogue that jump-started the summit’s goal of creating a common 2020 agenda for the community.

KEY VIEWS:

- Create a united Latino agenda based on respect and pride
- Increase Latino participation in political activities
- See Latino youth as an opportunity, beginning with ensuring more graduate from college
- Raise public awareness of the Hispanic community’s progress
- Highlight areas of employment opportunity, such as agriculture

Source: 2018 HLS Panel Session
### VISION 2020: Challenges & Opportunities

For US Hispanic Leadership, negative stereotypes and biases are top challenge

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Stereotypes and Biases</td>
<td>25%</td>
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<tr>
<td>Fragmentation of the US Hispanic community</td>
<td>19%</td>
</tr>
<tr>
<td>Lack of Leadership</td>
<td>17%</td>
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For US Hispanic Leadership, education and Government representation will drive unification

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Education</td>
<td>29%</td>
</tr>
<tr>
<td>Political Representation</td>
<td>28%</td>
</tr>
<tr>
<td>Economic Opportunity</td>
<td>14%</td>
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Source: 2018 Hispanic Leadership Summit in meeting polling results.

Education, political and economic opportunities received the top votes by summit attendees.

Stereotypes, lack of leadership, community fragmentation were top challenges voted by summit attendees.
Media’s Role in the Perception of Hispanics invited leaders from media and journalism to explore how the U.S. Hispanic community was being portrayed by their industry and profession, as a mix of senior journalists and industry executives shared their views. The panel also explored how an increase in Hispanic talent in their industries might help improve the community’s image.

**Media’s Role in the Perception of Hispanics**

**Panel 2: Media’s Role in the Perception of Hispanics**

**Maria Hinojosa**
The Futuro Media Group / Founder, President & CEO

**Gillian Tett**
The Financial Times / US Managing Editor

**Leonor Ayala**
NBC News / Director, Diversity & Inclusion

**Jorge Ferraez**
Latino Leaders Magazine / President & Publisher

**Will Lewis**
Dow Jones / CEO The Wall Street Journal / Publisher

**MODERATOR**

**Hugo Balta**
National Association of Hispanic Journalists (NAHJ) / President

**KEY VIEWS:**

- More Hispanic and Latinos in media roles would result in better representation of their point of view
- Immigration debate has complicated career opportunities and the promotion of more positive narratives
- Some Latinos may need to start their own initiatives rather than wait on big media companies

Source: 2018 HLS Panel Session
Attendees felt more community success stories, hiring and promoting more Hispanics, and featuring more Hispanic voices in content were key opportunities.

**Top 3 actions Media can do to unify US Hispanics**

- **25%** Increasing visibility of success stories
- **32%** Hiring and promoting more Hispanics
- **22%** Showcasing more Hispanic / Latinx voices
- **15%** Avoiding stereotypes
- **7%** Increase programming featuring Hispanics

Source: 2018 HLS. Which of the following do you think media/entertainment should focus on to help unify the Hispanic/Latinx community? (Top 3 prioritized answers)

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Panel 3: Technology: Biggest Opportunity & Challenge

Technology: Biggest Opportunity and Challenge tackled the role that technology and the tech industry play in influencing the future of Hispanics and Latinx Americans. Panelists discussed employment challenges, the role technology can play in helping entrepreneurs scale up their businesses, and whether technology could be harnessed to unify the community and breakdown biases and stereotypes.

Alvaro Celis  
Microsoft Corporation  / Vice President

Yovany Jerez  
AT&T / Hacemos National President

Raquel Tamez  
Society of Hispanic Professional Engineers (SHPE) / CEO

Laura Marquez  
Google / Head of Latino Community Engagement

Sergio Fernandez de Cordova  
PVBLIC Foundation / Chairman & Co-Founder

MODERATOR

KEY VIEWS:

• Tech companies should increase their involvement with Hispanic-serving institutions.
• Education and training initiatives should focus on STEM, innovation and entrepreneurship.
• Diversity initiatives in the industry need to become inclusive.
• Latinos need to use tech to create content, not just to consume it.
• The Hispanics community needs to take care of itself by encouraging greater use of Hispanic-owned products and services.

Source: 2018 HLS Panel Session
Technology: Opportunities

Workforce development initiatives that recruit, develop, retain and promote Hispanic talent are expected from Hispanic leadership.

Top 3 areas for Tech to elevate US Hispanics

- 32% Increase pipeline of Hispanic talent
- 31% Improve promotion and retention of Hispanic talent
- 16% Showcase Hispanic role models
- 13% Harness tech to improve perception of Hispanics
- 8% Use tech and fintech to scale up small businesses

Source: 2018 HLS. Rank the three most important areas that the tech industry can do to help elevate Hispanics and prepare our community for the future.
Panel 4: Roadmap to the C-suite: How to Get There

Roadmap to the C-suite: How to Get There discussed the state of career tracks for Hispanics and Latinx leaders who desire to be CEOs. Panelists shared view on how to improve the talent pipeline for senior Hispanic leaders and their talent development, and raise awareness of the challenges with today’s CEOs.

**KEY VIEWS:**

- C-suite leaders need to diversify their networks to diversify their talent pipelines.
- More attention needs to be paid to leadership opportunities leading up to the C-suite.
- Increase transparency of current state of Latino and Hispanic C-suite leadership.
- Business leaders need to drive the focus on improving diversity and inclusion.

**Panelists:**

- **Andy Unanue**
  AUA Private Equity Partners, LLC / Managing Partner
- **Luis Felipe Rodriguez Vega**
  Western Union / Head of Growth and Innovation, WU Way
  US Managing Editor
- **Umran Beba**
  PepsiCo / Chief Diversity and Engagement Officer
- **Erika Brown**
  Goldman Sachs / Chief Diversity Officer
- **Cid Wilson**
  Hispanic Association on Corporate Responsibility / President & Chief Executive Officer

**Source:** 2018 HLS Panel Session
Attendees believe better recruitment strategies, better development of middle managers, and greater accountability of senior-level leaders and boards are top opportunities.

Pathways to C-Suite Roles

Percent who agree to increase number of Hispanics into leadership roles requires company action in:

- **Talent Acquisition**: 29%
  - believe improving talent acquisition strategies will qualify Hispanics into the Leadership pipeline

- **Accountability**: 26%
  - believe increasing senior and board-level accountability will support the mobility of Hispanic professionals into Leadership positions

- **Dedicated Professional Development**: 25%
  - believe well designed professional development for middle managers will build executive Hispanic talent

Source: 2018 HLS. What can companies do to increase number of Hispanics in executive leadership? (Top 3 prioritized answers)
Panel 5: Marketing and Re-branding Hispanics

Marketing and Re-branding Hispanics explored the role marketing initiatives can play in improving image and reputation of the U.S. Hispanic/Latinx community and unifying leadership from the community. Panelists also explored corporate America’s role.

Richard Edelman
Edelman / Chief Executive Officer / President

Josue Estrada
Salesforce.com / EVP Marketing & Strategy

Susie Jaramillo
Encantos Media Studios / Chief Creative Officer and Co-Founder; Canticos / Creator

Maria Lensing
AT&T Business / Vice President

Jean Malley Vega
Casanova/McCann/VP Group, Account Director

Josue Estrada
Salesforce.com / EVP Marketing & Strategy

Maria Lensing
AT&T Business / Vice President

Jean Malley Vega
Casanova/McCann/VP Group, Account Director

MODERATOR
Dario Spina
Velocity, Viacom/Chief Marketing Officer, Ad Division

KEY VIEWS:

• Don’t accept the premise that Hispanic-themed content alienates the general market. Proof that it doesn’t includes Disney’s “Coco,” “Modern Family” and “Jane the Virgin”.

• Create a branded campaign for the Hispanic community around a single cause, much as the LGBTQ community has done with PRIDE-themed efforts

• The Hispanic community needs to stop hiding behind its stereotypes

• The Hispanic community needs to know itself before the world can know it.
Top three opportunities identified by attendees suggest more and more visible positive storytelling about Hispanics can help improve the community’s image.

Top Actions to Improve the US Hispanic brand

Select three things to improve the US Hispanic community brand:

- 12% Appoint CMO for Hispanic community
- 24% Create more positive content
- 14% Feature more Hispanics in marketing campaigns
- 20% Promote Hispanic community positively
- 18% Increase knowledge of Hispanics to external audiences
- 12% Contribute to a sense of Hispanic identity

Source: 2018 HLS. Select three things we can do to improve the Hispanic Community’s brand? (Top 3 prioritized answers)
The summit's program paused for a fireside interview with Mary Dillon, CEO of Ulta Beauty, the successful national retailer of cosmetics and beauty products. She spoke about her company's diversity-forward business model with Agustina Sartori, the Latina who founded and is CEO of GlamST, the augmented-reality beauty company that allows customers to digitally try on make-up on their mobile devices and computers. GlamST is now a unit of Ulta Beauty.

KEY VIEWS:
- **ULTA**: The Latina consumer group feels beauty is more than superficial and more about how you present yourself and carry on traditions about beauty across generations.
- **ULTA**: ULTA values are centered on understanding your customer, respecting the views of your workforce and leading with authenticity.
- **GlamST**: Technology allowed us to bridge the digital, physical, emotional and the tactical.
- **GlamST**: Latina owned businesses grow 6 times faster than non-latino owned businesses, but tend to stay small. GlamST is an example of how a Latina-owned business can grow and be acquired by a large retail company.
Political Roadmap to 2020 explored what common priorities should Hispanics and Latinx Americans have as a presidential election year approaches. Panelists also explored what can be done to increase Hispanic voter turnout.

**KEY VIEWS:**

- For the next decade target Hispanic/Latinx 18 yrs old each year to increase voter turn out.
- Focus on state legislative bills that facilitate and enable voter registration.
- Pay attention to State districts with a lot of non-citizens.
- Establish platforms for Hispanics/Latinx to invest in voter registration activities.
- 2020 Census may result in legislative seats being based on voting population vs. headcount population, which could translate into less Hispanic/Latinx representation in the future.
Actions favored by attendees to increase 2020 Hispanic voter turnout included more Latino candidates, get-out-the vote campaigns and efforts to promote greater community unity.

Voter turn out among US Hispanics requires candidates and campaigns

Percent of respondents who feel these actions would increase US Hispanic voter turn out in 2020

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
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<tr>
<td>More Latinos leaders in elected office</td>
<td>32%</td>
</tr>
<tr>
<td>Increased funding for voter registration efforts</td>
<td>18%</td>
</tr>
<tr>
<td>More policies appropriate for Hispanic wellbeing</td>
<td>16%</td>
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</tbody>
</table>

Source: 2018 HLS. What would increase US Hispanic Latino voter turnout? (Top 3 prioritized answers)
CONCLUDING RECOMMENDATIONS
The summit concluded with remarks from six official “rapporteurs,” who provided end-of-summit observations about six areas: access to education and skill development; access to capital and financial opportunities; changing the narrative and improving the perception of the Latin community; political representation and engagement; marketing, business and entrepreneurship; and better talent pipelines and more senior leadership in corporations. The rapporteurs offered key actions for progress in each of the six areas.

**Patricia Mota**  
Hispanic Alliance for Career Enhancement (HACE) / President & CEO

**Ramiro Cavazos**  
United States Hispanic Chamber of Commerce (USHCC) / President & CEO

**Gaby Natale**  
AGANARmedia / President of the Board

**Alex Hurd**  
Walmart / Senior Director, Programme Development & Portfolio Management, Health and Wellness Transformation

**Manny Sanchez**  
Sanchez Daniels & Hoffman / Founder and Managing Partner

**André Arbelaez**  
Hispanic C-Suite Corporate Council / President & CEO
RAPPORTEUR:
Patricia Mota
President & CEO
Hispanic Alliance for Career Enhancement (HACE)

KEY ACTIONS:
• Direct more public-private funding toward education that helps close the education skills gap between Hispanics and the general population.
• Make sure these investments also go toward development programs that enable Hispanics to reach higher levels of career achievement.
• Help our community understand that education and skills development begins with investments in ourselves. Sharing stories about our pride and identity can also help encourage our community’s self-improvement.
KEY ACTIONS:

• Do what we can to fight the biggest form of discrimination that can occur in our country — the inability to create wealth and prosperity.
• Improving access to capital to Latino-owned small businesses, which can help add $1.5 trillion to our national GDP.
• Improve credit education, so our Latino entrepreneurs can fully appreciate the connection between healthy credit scores and access to credit.
• Make financial literacy an imperative, so we can encourage our community’s savings ethic (i.e. knowledge about mutual funds, 529 plans and other opportunities).

Source: 2018 HLS. Panel Session

RAPPORTEUR:
Ramiro Cavazos
President & CEO
U.S. Hispanic Chamber of Commerce (USHCC)
KEY ACTIONS:

- Fight misrepresentations of our community, because narratives matter. It becomes harder for a young Latina to picture herself as the next CEO when all she sees on the screen are women who look like her, but who are spending their lives in low-paying jobs, committing crimes, or serving as eye candy.
- Demand transparency from those who either by inertia or resistance are refusing to take steps to move us in the right direction.
- Celebrate those who already are doing a good job representing, portraying, fundraising and promoting policy for our community.
KEY ACTIONS:

• Let’s end Latino discrimination within our own community.
• Unify as founding fathers of a new Latino pride movement, so that Latinos become in the 21st century what Europeans were to this country in previous centuries.
• Mobilize Latinos to register to vote and get engaged in the political process.
• Let’s support Latino and Latino-friendly candidates from both sides of the political aisle.

Source: 2018 HLS. Panel Session

RAPORTEUR:
Manny Sanchez
Founder and Managing Partner
Sanchez Daniels & Hoffman
**Marketing, Business and Entrepreneurship**

**RAPPORTEUR:**
**Alex Hurd**
Senior Director
Program Development &
Portfolio Management
Health and Wellness Transformation
Walmart

**KEY ACTIONS:**

• Help companies understand the sizeable business growth driven by the Hispanic community. Do companies have the right insights, products, messaging and content?
• Tackle the talent challenge in corporate America by investing and supporting cross-collaboration among the employee resource groups that represent Hispanics inside of companies.
• Let’s use technology to better mentor, network and build confidence within our community, so the next billion-dollar start-up is launched by one of our own.
Better talent pipelines and more senior leadership at corporations

RAPPORTEUR:
Andre Arbelaez
President & CEO
Hispanic C-Suite Corporate Council

KEY ACTIONS:

• Ensure Hispanics and Latinos understand the strategic mindsets, financial knowledge and leadership skills to succeed. Without them, they won’t be given those more senior opportunities.
• Educate the highest levels of corporate America about our demographic and purchasing power, and the important role we can play in the C-suite.
• Hold ourselves accountable for greater progress.
• Elevate, develop and celebrate our Hispanic and Latinx leaders who reach the C-Suite, including those in Spanish-language dominant businesses.
Road Map 2019-2020

National Events
Please save the date for next year’s Hispanic Leadership Summit 2019
Dec 9th, 2019

Regional & Thematic Events
Illinois
California
Texas
Florida

International Events 2019
Hispanics in Davos
Hispanic Creatives in Cannes

Research
Hispanic Sentiment Study 2019
Celebrate Hispanic Heritage Month under the theme of unification of the community.
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Alzheimer's Association
Zeno

HACE
Hispanic Executive
Colgate-Palmolive
Walmart
Viacom
Co-Hosts

Solomon D. ("Sol") Trujillo
Chair and co-founder, Latino Donor Collaborative (LDC) and founder of Trujillo Group, LLC.

Henry Cisneros
Principal, Siebert Cisneros Shank, LLC TX

Patricia Menendez
Vice Chair of Greenberg Traurig

Claudia Romo Edelman
Founder of We are All Human Foundation

Cid Wilson
CEO of Hispanic Association on Corporate Responsibility
Strategic Committee

Judit Arenas
Senior Director & Senior Adviser on International Relations to the Executive Chair Apco Worldwide

Hugo Balta
President National Association of Hispanic Journalists

Sergio Fernandez de Cordova
Chairman & Cofounder PVBLIC Foundation

Liliana Gil Valletta
CEO & Cofounder Culturintel and Cien+

Patricia Mota
President & CEO Hispanic Alliance for Career Enhancement

Gaby Natale
President of the Board Aganamedia

Jorge Plasencia
Co-Founder, Chairman & CEO Republica Havas

Jose Luis Prado
CEO & Chairman Evans Food Group

Oscar Suris
Strategic Adviser We Are All Human Foundation

Ana Valdez
Executive Director Latino Donor Collaborative

Isaac Lee
Journalist / Producer Coming Up
Attendees endorse the Hispanic Unity model

“Simply WOW!!!
Congratulations on this wonderful event. It a was truly a remarkable day that -I’m hopeful- will set the foundation for many more of us to come together as one. You have an ally in me. I’m glad to keep joining forces to advance the message of #WeAreAllHuman”

Gaby Natale, President of the Board, AGANARmedia

Dear Claudia, your work with We Are All Human is fabulous and I loved participating in it! Thanks for bringing us all together and for the amazing pride and enthusiasm shown every step of the way.

Ana Valdez, Executive Director, Latino Donor Collaboration, Inc.

“I am very glad to have had the opportunity to attend and participate. It was truly an important event that may mark “un antes y un despues” as it may jump start the potential the Hispanics have as an economic power house.”

Anselma Rodriguez, Associate Director and Community Liaison, Graduate Center for Worker Education

“Tan solo un par de líneas para agradecerle la fantástica oportunidad para Jimena de participar en HLS. Poder estar en un recinto como las Naciones Unidas y escuchar las ideas de los líderes de nuestra comunidad fue maravilloso.”

Diana Morales, Tinoco Family
Technical Appendix

- Voting Questions
- Voting Statistics
Warm Up Questions

1. What age group do you fall into? (Choose 1)
   under 18 years old
   18-24 years old
   25-34 years old
   35-44 years old
   45-54 years old
   55-64 years old
   65-74 years old
   75 years or older

2. What sector do you represent? (Choose 1)
   Media
   Business
   Technology
   Civic Society
   Politician
   Arts and Culture
   Other

3. Latino or Hispanic?
   Do you care what name our community goes by?
   Yes.
   No.

4. What name do you prefer for our community?
   Hispanic
   Latino/Latina
   LatinxLatino/Latina
   Latinx
Voting Questions

6 HSS “Surprising” questions

The 6 Questions are presented to the audience on PPTs for live voting. (15 second response time for each question. Note: exact Question / Answer Choice Text, in Hispanic Survey Instrument:

Do you find this statement surprising?

Very surprising
Somewhat surprising
Not that surprising
Not at all surprising
I already knew this fact

“Throughout the last decade, 86% of all new businesses in the US have been launched by US Latinos.”
“Latinas create businesses six times faster than any other group in the United States.”
“The high school dropout rate for Hispanic Americans has greatly decreased through the past two decades, falling to 12% in 2014 from 32% in 2000.”
“If current Latino-owned business follow the average rate of growth for US business, they would add $1.4 trillion to the economy.”
“There are currently 11 Hispanic / Latino CEOs of Fortune 500 companies.”
“Hispanic buying power reached $1.4 trillion in 2016, and is expected to reach $1.8 trillion by 2021.”

MARKETING & REBRANDING
Select three things we can do to improve the Hispanic Community’s brand?

1. Appointing a CMO for the Hispanic community to develop a marketing and messaging plan for the community
2. Support the creation of more content that portrays Hispanics positively
3. More Hispanics featured in marketing campaigns
4. Promoting more of the Hispanic community’s positive contributions
5. Increasing non-Hispanic knowledge of the Hispanic community’s contributions
6. Contributing to a sense of unified Hispanic identity and pride
Voting Questions

**PANE: POLITICAL ROADMAP TO 2020**

What would increase US Hispanic Latino voter turnout? (rank top 3)
1. Knowing where to go vote
2. Increased funding for voter registration campaigns
3. Seeing more Hispanic-sensitive policies
4. Seeing more Latino leaders in elected office
5. Reducing the bias that Hispanics have towards each other
6. Feeling a stronger sense of Hispanic community where I live

Do you feel you are represented and heard in society and government?
Yes, I feel I am represented and heard in society and government
No. I do not feel I am represented nor heard in society and government
(88% OF HLS)

Do you feel your community is valued by politicians?
Yes, I feel my personal values are reflected by elected politicians
No, I do not feel my personal values are reflected by elected politicians
(91% OF HLS)

Do you believe it is likely that a Hispanic/Latinx person will be elected as President in your lifetime?
Yes. I do believe I will see a Hispanic/Latinx President in my lifetime
(74%)
No. do not believe I will see a Hispanic/Latinx President in my lifetime
Voting Questions

VISION 2020: COMMON GOALS

Please select what you believe are the top 3 goals of the Hispanic Community. (chose 3)

1. Access to education
2. Workforce development and training
3. Financial empowerment
4. Access to healthcare
5. Ending Pay Discrimination
6. Unity on immigration reform
7. Improved image of Hispanics
8. More Elected Hispanic Officials
9. Improved Access to Housing

PANEL: VISION 2020: CHALLENGES

Please select what you believe to be the top 3 challenges for the Hispanic Community

1. Stereotypes and biases
2. Language barriers
3. Lack of leadership
4. Lack of positive role models
5. Fragmentation of the community
6. Disenchanted youth
7. Access to capital
8. Financial literacy
9. Scaling up entrepreneurs
Voting Questions

PANEL: VISION 2020: OPPORTUNITIES

Please select the Hispanic Community's top 3 opportunities for a common agenda?

1. Education
2. Immigration
3. Political representation
4. Economic opportunity
5. Immigration reform
6. Healthcare
7. Housing
8. Entrepreneurship

PANEL: MEDIA’S ROLE IN THE PERCEPTION OF HISPANICS

Which of the following do you think media/entertainment should focus on to help unify the Hispanic/Latinx community? (choose top 3)

1. Increasing visibility of success stories
2. Avoiding stereotypes
3. Hiring and promoting more Hispanics
4. Showcasing more Hispanic/Latinx voices
5. Increase programming featuring Hispanics
Voting Questions

PANEL: TECHNOLOGY: BIGGEST OPPORTUNITY & CHALLENGE

Rank the three most important areas that the tech industry can do to help elevate Hispanics and prepare our community for the future
1. Increase pipeline of Hispanic talent
2. Improve promotion and retention for Hispanic talent
3. Showcase Hispanic role models
4. Harness tech to improve perception of Hispanics
5. Use tech and fintech to support entrepreneur scale up efforts

PANEL: C-SUITE

What can companies do to increase number of Hispanics in executive leadership? (rank the top 3)

Improve talent acquisition strategies
Set aggressive hiring goals for Sr. level positions
Improve development of middle management
Increase senior-level and board-level accountability
The majority of Hispanic leadership did not seem to mind what term was used to classify their community.

When probed more specifically, with more progressive labels, including Latinx, the Hispanic leadership showed preference to traditional terms of Latino and Hispanic.

Source: 2018 HLS Summit voting exercise. Do you care about the difference in calling our community Latino or Hispanic? (Top box, No)
Do you have any preference between the labels Hispanic, Latinos or Latinx? (Top box, Latino)
Voting Statistics

Great level of participation
212 keypads out of 270, were used at 75% of its maximum. Meaning to say, that 212 people voted at least half of the questions that Claudia asked. Considering that we were in a room for more than 5 hours non-stop, that tells me that they were engaged, they are committed and they will be willing to take actions.

100% of participation (17-22 Q’s) 47
75% of participation (10-16 Q’s) 165
50% of participation (9-15 Q’s) 40
25% of participation (4-8 Q’s) 15
0% of participation (0-3 Q’s) 3

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22 questions
Multiple choice answers
270 keypads
Level of participation: 212 devices out of 270
Audience average age: 77% : 25-54 years old.
Audience sector representatives:
- 31% Business
- 30% Media
- 15% Technology