



Press Kit 2023

HACEonline.org

**For Immediate Release:**

Media Contact
Marie Lazzara
JJR Marketing
630-400-3361
marie@jjrmarketing.com

Chicago-Based National Nonprofit Hispanic Alliance for Career Enhancement (HACE) Presents Annual National Leadership Summit, Awards Gala & 15th Anniversary Latina Leadership Program Brunch

Event's theme incorporates accelerating equity with action and accountability

(Chicago) March 24, 2023—[The Hispanic Alliance for Career Enhancement \(HACE\)](#) invites corporate leaders and professionals to join conversations of diversity and inclusion and advancement of Latino and diverse talent in the workforce at its Annual National Leadership Summit & Gala.

The virtual and in-person event is scheduled from 9 a.m. to 6 p.m. Thursday, April 20, and 9 a.m. to 2 p.m. Friday, April 21 at the Renaissance Hotel Downtown Hotel, 1 West Upper Wacker Drive in Chicago. Additionally, there will be an in-person Awards Gala at 6 p.m. Friday, April 21.

The theme is “HACE United: Accelerating Equity with Action and Accountability,” and there will be speakers offering topics such as “How is Talent Acquisition Navigating the Workforce Layoffs,” “Modernizing Your Hiring Practices,” and “DEI: Should We Keep It or Not?” for employers, along with sessions for professionals such as “Mentor Meet & Greet” and “Stuck in the Middle?” to help them advance in their workplaces. HACE will also be observing the 15th anniversary of its Mujeres de HACE program with a special Quinceañera brunch inviting past and present graduates.

HACE's CEO Patricia Mota is excited about offering an event that will hone in on professional development and networking.

“Our focus with this summit is on accelerating impact for the Latino employee, for all employees,” she explained. “The employees that we work with year-round with our nearly 200 corporate partners help them with different aspects of their development, whether it's building their internal personal brand, preparing for promotion, or creating their networks. Another aspect, also a core target, is our employee resource groups (ERG), business resource groups (BRG), or affinity groups. These are Latino affinity groups within the companies that align with the mission of diversity and inclusion.”

Mota would like to see companies accelerate the investment, hiring, and retention efforts for Latinx and diverse talent, and promote these individuals into leadership roles.

“According to the [Hispanic Association of Corporate Responsibility \(HACR\)](#), the latest statistic is that 4% of the senior level roles are those from a Latino background, and then it's 1% for Latinas,” she explained. “When you look at the general population across the [US is almost](#)



20% Latino, the number is even greater in states like Texas where they. You can compare that to the Latinos leadership ranks with their representation. It's not about just ensuring that there's parity as it pertains to matching representation to population, but it's also ensuring that there's equity and inclusion. If we don't have those folks at the top making decisions or in positions of power and influence, how do we know that we're being inclusive, as it pertains to decisions made at those levels."

Events like this can spark advocacy in the workplace. Though the summit will end, HACE continues to inspire transformation through its many leadership programs and its three and six-month spring and fall cohort models where groups of individuals receive coaching through culturally relevant assessment and content. For employers, the Chief Diversity Roundtable invites senior leaders to discuss best practices and what is and is not working. A report is done to help them capture resources to continue the mission of creating inclusive and equitable spaces.

"Our goal for this summit is to provide a meaningful experience for both employees and their employers that will help accelerate equity, accelerate inclusion and overall progress," Mota said.

About HACE:

The Hispanic Alliance for Career Enhancement (HACE) is a national nonprofit dedicated to the employment, development, and advancement of current and aspiring Latino professionals. Since 1982, HACE has served as a resource for Latinos in the workplace and is a subject matter expert for corporations seeking to access diverse talent. Through professional development, resources, and networks, and by facilitating access to meaningful career opportunities, HACE helps Latinos succeed in every phase of their career. With a network of over 97,000 members across the country, HACE works with employers to remain competitive in an increasingly dynamic economy by helping them attract, develop and retain Latino and diverse professionals. For information, visit <https://www.haceonline.org/about-hace/>. ###



Founded: 1982

Location: HACE
159 N. Sangamon Street
Chicago, Illinois 60607

Website: <https://www.haceonline.org/>

Contact: Phone: 312-435-0498
Email: info@haceonline.org

CEO: Patricia Mota

Team Members:

- Yasmin Mendoza-Sewell, COO
- Emmanuel Lopez, Director of Strategic Initiatives & Partnerships
- Melinda E. Ramirez, Director of Leadership Programs
- Gillian Nevarez, Program Manager
- Yanira Gonzalez, Partnership Engagement
- Justo Arellano, Senior Partnership Engagement Manager
- Roger Casilla, Partnership Engagement Manager
- Lisandra Jimenez, Program Manager
- Bobbi Benegas, Executive Assistant
- Bernice Vargas Luna, Program Manager
- Araceli Lagunas, Marketing & Community Engagement Manager
- Suhail Ruano, Partner Engagement Manager

Programs:

- El Futuro High School Career Development Program
- HACE University Leadership Program
- Mujeres de HACE Women's Leadership Program
- Emerging Latino Leaders Leadership Program
- HACE Multicultural Leadership Program
- ALZA (Advanced Latino Leadership Program)

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Our Vision:

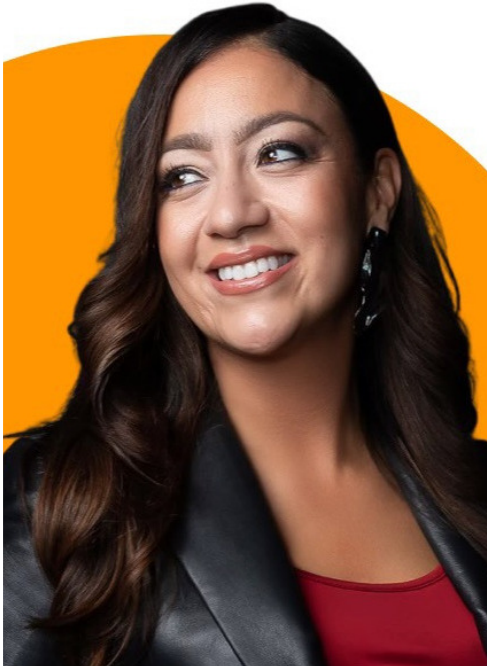
A world where Latinos reach their full potential for themselves and their communities.

Our Mission:

To positively impact the American workplace by cultivating the pipeline of Latino talent and providing Latino professionals the insight, access, and support to be successful in their careers.

Our Values:

Achievement | Inclusion | Accessibility | Excellence | Leadership



Patricia Mota

HACE Chief Executive Officer

Patricia Mota is an innovative trailblazer, startup entrepreneur, connector, public speaker and compassionate leader with a particular strength that exemplifies the mission of the Hispanic Alliance of Career Enhancement (HACE) to positively impact the American workplace by cultivating the pipeline of Latinx/a/os talent and providing insight, access and support to their careers. Patricia serves as the President & CEO for HACE, leading strategy, fundraising & development, leadership programs, and expanding organizational reach on a national scale. Patricia's story of transition is one that is representative of many of the stories of those positively impacted by programs and opportunities through HACE.

When she was asked to step in as the interim CEO in 2014, her mission was clear. Maintain the programs, lead by example and create a new path for the future CEO. She built the strategic plan and deployed it that same year. Approximately 1 year after accepting the interim CEO opportunity, she was the likely choice as she identified with the members, learned from colleagues, was creative at turn around and assumed the role as CEO. In her first year, she grew new partnerships by \$1.5M, increased membership by 67%, expanded the Mujeres de HACE women's leadership program from one to eight cities, broadened the spectrum of the El Futuro High School program, and kickstarted a pilot of the HACE Leadership Academy – Nonprofit Series, impacting the lives of over 25,000 students and professionals.

Patricia remains fixed on member needs, revenue turnaround and growth, all the while focusing internally on a staff that had to shift to a remote-only workplace during one of the highest growth years since the inception of HACE. The year 2020 saw her leadership take a front seat to increasing activity around a newly virtual workforce, where she acted with urgency, communicated with transparency, sought diverse opinions from her team and board and led with empathy. Patricia addressed employee engagement with virtual cafecito, encouraging friendly and courageous conversations, and helping her staff stay relaxed and healthy.

Her transition to CEO was not far from all of the transitions Patricia made throughout her life and career, but her strength as a change agent can be attributed to voracious learning and an upbringing with supportive parents that created a path of understanding for her and her siblings. Her path to CEO was not a straight line. She started her career at HACE as the Director of Membership Outreach and as the Senior Director of Strategic Initiatives, but her journey to CEO was one that started with entrepreneurship, as the Co-founder of a non-profit, as a coordinator supporting community affairs for city government, a corporate energy marketer, and as staff and faculty in higher education. By building a new business from scratch, she picked up essential management skills, such as running a P&L, managing a budget and setting a strategic vision.



As a visionary, Patricia surrounds herself with bright minds and good people. She values her colleagues and creates a space for all of them to feel a true sense of belonging. Having experienced adversity early in her life and career, Patricia has made it her mission to close the education and career gaps that perpetuate barriers to diversity, inclusion and belonging. Her vision aligns with that of HACE, to see a world where Latinx/a/os reach their full potential for themselves and their communities and she is in the best position to build the right organization around that vision.

Patricia has an amiable and disarming energy, she is a natural, but passionate advocate for the Latinx/a/os community and the change that will garner access to education, meaningful jobs, and advancement. Patricia continues to serve her community, through her participation on nonprofit boards and committees, most recently serving as a board member on the Chicago Theological Seminary Board of Trustees since 2020, the Illinois Treasurer's Charitable Trust Board Member, since 2021, the Illinois Treasurer Latino Advisory Council and the Indiana University Latino Alumni Association Board. Patricia was also awarded the SHERO award by the Center for Asian Pacific American Women (CAPAW) in 2021, the Nonprofit HR Top Leaders to Watch in 2020, and Crain's Chicago Business Top 20 Most Powerful Latinos in Chicago in 2019.

Early this year, in January of 2021, Patricia added Co-Founder to her list of accolades, collaborating to build FARO, a FinTech startup that is leading the development of a financial tool to help close the wealth gap by providing culturally relevant financial education, career development tools, and resources to the underserved, the underbanked or unbanked, starting with Latinas.

Patricia earned a double Bachelor of Arts degree from Indiana University-Bloomington in Spanish and Communication & Culture and a Master's in Public Affairs (MPA) in Public Management from Indiana University's School of Public & Environmental Affairs (SPEA) Indianapolis. Patricia is also a certified coach and Insights Discovery© licensed practitioner, and a proud Leadership Greater Chicago Fellow. Patricia empowers her colleagues to lead at the intersection of identity, equity, and unity by embracing their intersectional identity, challenging them to consider diversity of thought and to create a space to continuously support one another in the shared mission to make a difference in the lives we touch.



Yasmin Mendoza-Sewell

Chief Operating Officer

Yasmin Mendoza-Sewell is the Chief Operating Officer for Hispanic Alliance for Career Enhancement. She has a Bachelor's degree in Psychology and a minor in Math from the University of Miami and a Master's Degree in Mental Health Counseling from St. Thomas University. In 2001, she pursued and successfully obtained her licensure in Mental Health Counseling in the State of Florida. Since obtaining her licensure, Yasmin held middle and upper level management positions in various non-profit social services agencies. She has dedicated her career to providing advocacy and services for children and teens who have experienced abuse, neglect, and abandonment. She brings her experience in operations, grant writing/management, financial analysis and projections, human resources management, program development/management, program startup/launch, and many more.

Yasmin is a change agent committed to changing the odds for children and teens from underserved, underrepresented, and marginalized communities through opportunities for economic mobility, workforce development, and refining legislative language. She is very passionate to serve others and empowers them to be the best version of themselves. She demonstrates the tenacity to change the status quo and can be found refining and rebuilding processes and procedures to meet the needs of the consumers. She is also an advisory board member of Keiser University's Department of Psychology in Palm Beach County, where she makes instrumental recommendations in the academic curriculum that would help prepare the future graduates for a successful career post-graduation.

After being in the industry for over 10 years and climbing the corporate ladder, Yasmin decided to layer her skillset by pursuing and obtaining her second Master's Degree in Executive Business Administration from Florida International University in Miami, Florida in 2013. The educational training has refined and enhanced Yasmin's skills in financial management, strategic business planning, product marketing, and human resources management.



Emmanuel Lopez

Director of Strategic Initiatives & Partnerships

As an accomplished sales executive, with more than 15 years of experience, Emmanuel has driven top-performing sales teams to capture market share and achieve substantial revenue growth. Emmanuel possesses a wide range of knowledge and assets that have allowed him to contribute towards the success of major companies. Emmanuel's expertise lies in successfully developing and implementing effective sales strategies, directing go-to-market campaigns, and leveraging his network from his many years as the Director of Membership and Member Engagement of the Chicagoland Chamber of Commerce.

Emmanuel Lopez was formerly the National Director of Strategy & Development for BetterWorld Technology before joining HACE. BetterWorld Technology is a founding B Corp member that meets the highest standards of verified social and environmental performance, and legal accountability to balance profits and purpose. Through Emmanuel's work, he helped businesses and nonprofits nationwide connect and collaborate securely with IT solutions.

His incredibly supportive family has had a huge impact on him growing up and helped lay the foundation for the man Emmanuel has grown to become. As a stage-four cancer survivor, he is passionate about giving back and currently serves on the Associate Board of the Gateway for Cancer Research and volunteers as a Mentor with Imerman Angels to provide one-on-one cancer support for those currently undergoing treatment. He is also the President of the University of Oklahoma Alumni Club of Chicago where he raises scholarship funds for Chicagoland students to attend the University of Oklahoma.

Most recently Emmanuel was recognized as "Chicago Latinos 40 under 40" in 2020 by *Negocios Now*. He was also featured as *The Face of Chicago Business* in February 2020. As a former collegiate and semi pro athlete he enjoys all things sports related in his free time. Especially gaining new gray hairs on the golf course.



Melinda E. Ramirez

Director of Leadership Programs

Melinda E. Ramírez is a proud HACE alumna, military spouse, and mother from NY. She is a former entrepreneur, executive coach, and non-profit director. Melinda is passionate about helping individuals and organizations rise to their full potential. For over 15 years, Melinda has helped individuals transform their lives through personal and career development. She has also helped organizations instill systems to improve productivity, sales effectiveness, staff cohesion, partner relations, and diversity policies. Since 2006, Melinda has been deeply committed to HACE as a program participant (Mujeres de HACE and Emerging Latino Leaders Program), Mujeres de HACE NYC Alumnae Board Member, El Futuro NYC STEM Conference Co-Host, Mujeres de HACE Program Lead, and Insights Discovery Executive Coach. Melinda currently resides in TN.



HACE Celebrates 40 Plus Years Helping Latinx Achieve in the Workplace: Since 1982, the nonprofit Chicago-based Hispanic Alliance for Career Enhancement (HACE) has implemented its mission of giving Latinx professionals the support, access, and resources to forge highly successful careers and strong, positive leaders in their communities. HACE CEO Patricia Mota and her team have guided many individuals through various programming such as its El Futuro career development program for high school students and its Leadership Program for Emerging Latino Leaders. It has also grown to reach more Latinx individuals by using an e-learning platform that helps to scale its programs to engage with participants and alumni from Colombia, Mexico, and Brazil. Mota can discuss the direct significant impact of these programs and support HACE has given to Latinx individuals now and address what HACE will do in the future.

HACE Launches ALZA Leadership Program with JPMorgan Chase: [The Hispanic Alliance for Career Enhancement \(HACE\)](#), a Chicago-based national nonprofit dedicated to the employment, development, and advancement of current and aspiring Latino professionals, is announcing its new advanced leadership program, ALZA. HACE will partner with JPMorgan Chase to welcome the program's inaugural cohort of participants seeking transformational leadership skills and planning transitions to executive and C-Suite level roles. The Spanish word "alza" means "rise" in English. The goal of this dynamic and culturally relevant in-person and virtual program is to assist Latino leaders in understanding their psychological preferences; and how these impact leadership competencies to prepare them for advanced leadership roles while in tandem with their supervisors and C-suite level engagement.

Helping Latinas Negotiate For Success in the Workplace: According to the [Hispanic Association on Corporate Responsibility 2022 Corporate Inclusion Index](#), the most recent findings show that "Latinas represent just under three (3) percent of corporate executives (top three tiers of leadership) and less than 2 percent (1.8%) of board directors." HACE is trying to change this by helping Latinas negotiate for better outcomes, success in their careers, and close the wage gap. A blog by [Ellie Nieves](#) for HACE gives tips that include encouraging these women to build their networks, talk about their accomplishments and build their personal brands. HACE also assists Latinas through a program called Mujeres de HACE which focuses on women's leadership.



- Please tell us about the creation of HACE and its mission.
- How did you become involved with HACE?
- How does HACE help Latinx professionals prepare themselves for employment? What is the atmosphere like for these individuals as they apply for positions in the ever-changing workplace?
- What kinds of focused programming do you have?
- What are some of the issues that Latinx professionals face today?
- Can you provide statistics about Latinx employment, especially in executive positions?
- What are companies doing in terms of DEI practices and talent acquisition to accelerate the investment, hiring, and retention efforts for Latinx and diverse talent, and promote these individuals into leadership roles?
- What do you see in the future for HACE and for those Latinx individuals who want to work in executive leadership roles?



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