HACR LEADERSHIP PIPELINE PROGRAM & STEM INITIATIVE RECAPS

Marriott Marquis
2015 HACR LEADERSHIP PIPELINE PROGRAM RECAP
The Hispanic Association on Corporate Responsibility (HACR) held its first annual Leadership Pipeline Program (LPP) on November 2nd and 3rd at the Marriott Marquis in Washington, D.C. Hosted by Prudential, the HACR LPP was created to provide Fortune 500 and HACR Corporate Member companies a forum to develop mid and upper level Hispanic executives. The one and a half day convening consisted of leadership development workshops and business sessions, featuring subject-matter experts and thought leaders in the areas of corporate governance, management, leadership, personal branding, and employee resource groups.

The LPP kicked off with breakfast and an opening session featuring a short presentation on HACR, its mission, and work from HACR President and CEO, Cid D. Wilson. LPP attendees were joined by the HACR STEM initiative participants for this opening session. Immediately following the conclusion of the opening session LPP participants began their breakout business sessions. Dr. Juana Bordas, president of Mestiza Leadership International, welcomed LPP participants with an overview of the program and Latino culture. Following Bordas’ welcome, the first business session, “Practical Genius Playbook” was presented by best-selling author of Practical Genius and diversity manager at Google Inc., Gina Rudan. Rudan walked LPP participants through her steps to finding and expressing their practical genius.
Next, renowned executive leadership professor at the Columbia Business School, Dr. William Klepper, led the “Business Case Study – Nonprofit (for value) Board Engagement” business session. The interactive case study focused on the Wounded Warrior Project, covering best practices in executive leadership and governance within the nonprofit and for value sectors. Other topics discussed by Klepper included an overview of organizational missions, strategic objectives, leadership, revenue performance, and board engagement.

The joint LPP/STEM HACR Lunch Meeting, sponsored by Prudential featured a fireside chat with Gilbert Casellas, board member at Prudential and chairman of Omnitru Technologies and HACR’s President and CEO Cid D. Wilson. During the fireside chat they candidly discussed Casellas’ personal journey to the boardroom. The discussion aimed to give participants from both programs insights about key leadership traits they consider “must-haves” in order to be successful, career obstacles they may have to overcome, and advice for aspiring board members and C-Suite executives.
Following the lunch, Bordas led the next LPP business session titled “Leadership with a Latino Lens”. The session, sponsored by MillerCoors, led participants through leadership principles from a Latino perspective and how tapping into cultural assets can widen the breadth and depth of Hispanics’ leadership impact.

Prudential sponsored the final LPP business session of the day, “Defining Leadership in the 21st Century” featuring Michele C. Meyer-Shipp, vice president and chief diversity officer at Prudential and John D. Rosero, vice president, chief legal officer and secretary at Prudential Annuities Distributors, Inc. The two Prudential executives discussed the skills needed to navigate organizational change in an evolving global marketplace before opening it up for a lively Q&A.

That evening, participants networked at the pre-dinner reception hosted by Altria before heading to the HACR Leadership Dinner sponsored by PepsiCo. Albert P. Carey, CEO of PepsiCo North America Beverages, shared his personal journey onto the leadership team of the second largest food and beverage company in the world with the LPP and STEM Initiative attendees during the dinner.
On Tuesday morning, Dr. Robert Rodriguez, president of DRR Advisors LLC, and David Solis, national executive for small business centralized sales at Bank of America led the first LPP business session of the day, “Ten Strategies for Promoting Yourself”, sponsored by Bank of America. The interactive session highlighted ten effective strategies for developing the practical skills that will lead to a winning self-promoting strategy. Attendees were engaged in dialogue about how to utilize these skills to build their personal brand and maximize their networks.

The final LPP business session, titled “A Conversation with Hispanic Board Directors”, featured a panel of Hispanic board directors including Michael Montelongo, chief administrative officer and senior vice president of public policy and corporate affairs at Sodexo, Inc., Elizabeth Oliver-Farrow, president & CEO of The Oliver Group, Inc., and Patricia Salas Pineda, group vice president of Hispanic business strategy at Toyota Motor North America, Inc., moderated by Victor Arias, senior client partner at Korn Ferry. Arias led an engaging discussion on their career successes and struggles that helped make board directorship positions possible. Attendees were able to engage directly with the panelists during a Q&A session after the discussion.

The LPP concluded with the Verizon sponsored closing lunch featuring Emilio Gonzalez, executive director of strategic alliances at Verizon. At the lunch, Gonzalez discussed the power of leadership in the information age.
2015 HACR STEM INITIATIVE RECAP
The Hispanic Association on Corporate Responsibility (HACR) held its first research conference focused on Science, Technology, Engineering, and Math (STEM) on November 2nd and 3rd at the Marriott Marquis in Washington, D.C. Running concurrently with the HACR Leadership Pipeline Program (LPP), the HACR STEM Initiative presented a special forum of business sessions focusing on education, recruitment, retention, ERG-led initiatives, and Latinas in STEM among others. Throughout the one and a half day event, the HACR STEM Initiative informed participants of the mechanisms impacting Hispanic participation rates in STEM fields and identified some of the barriers to successful career progression for Hispanic professionals in the STEM pipeline. HACR is proud to recognize the GM Foundation for serving as the HACR STEM Initiative Champion.

The STEM Initiative kicked off on Monday, November 2nd with a breakfast and opening session featuring a short presentation on HACR, its mission, and work by HACR President and CEO, Cid D. Wilson. STEM Initiative attendees were joined by the HACR LPP participants for this opening session. Immediately following the opening session, STEM participants began their breakout business sessions.
The first STEM business session on Monday, “Identifying Opportunities in STEM Education” was moderated by Mary Ann Gomez, executive director of the Congressional Hispanic Leadership Institute and featured Dr. Frances Colón, deputy science and technology advisor for the Secretary of State’s Office, Catherine Hill, vice president for research at the American Association of University Women, Saif Y. Ishoof, vice president for engagement at Florida International University, and Melissa Moritz, deputy director of STEM at the U.S. Department of Education. The panelists discussed the state of Hispanic education in STEM and identified opportunities for increasing Hispanic representation through education in areas as varied as foreign policy to public and private partnerships.

Next, Carlos Becerra, assistant vice president of federal relations at Florida International University, moderated the “Recruiting Top Hispanic Talent to Your Company” business session which featured Alfredo Ayala, principal lead of research and development at The Walt Disney Company, Maria Medrano, senior manager at the Office of Inclusion and Collaboration for Cisco Systems Inc., and Crystal E. Ramón-Miranda, technology project engineer for the Deepwater Business Unit at Chevron. The panelists provided insights into their companies’ initiatives aimed at attracting and recruiting top Hispanic talent in STEM and discussed steps that could be taken to help improve talent attraction and retention.

The joint LPP/STEM HACR lunch sponsored by Prudential, featured a fireside chat between HACR’s Cid D. Wilson and Gilbert Casellas, board member at Prudential and chairman of Omnitrut Technologies. During the chat they candidly discussed Casellas’ personal career path and his assent to the boardroom. Participants from both programs heard Casellas’ leadership insights and his thoughts on traits considered “must-haves” for successful careers as aspiring board members and C-suite executives.
Amy Hinojosa, national president and CEO of MANA – A National Latina Organization, moderated the first of the afternoon STEM business sessions focused on “ERG-Led STEM Initiatives in the Hispanic Community”. This panel featured Beatriz Medina Pratt, manager of security solutions at Cisco Systems Inc., Luz Padilla-Niemann, subject matter expert for the large SUV market at General Motors Corporation, and Dr. Bobby Perez, program manager for the Intelligence, Surveillance, and Reconnaissance Division at Northrop Grumman Corporation. The featured panelists discussed the initiatives their companies have put in place in the community to develop an interest in STEM amongst Latino youth. They also talked about the important role ERGs have in providing a steady stream of mentorship, partnership, and communication opportunities to Latinos in Corporate America.

Next, Marriott International Inc. Vice President of Multi-Cultural Affairs, Apoorva N. Gandhi and Edie Fraser, CEO of STEMConnector, engaged in a fireside chat on the topic of “Reconceptualizing STEM Employers in a Dynamic Market”. Their discussion aimed to redefine our understanding of STEM employees by examining our preconceptions of exactly who STEM employers are. Attendees engaged in a lively conversation with Gandhi and Fraser during the session.

In the final STEM business session of the day, Bo Young Lee, global diversity and inclusion leader at Marsh LLC, helped attendees understand the impact of cultural differences on retention. She discussed the effect of unconscious bias on corporate climate and work culture and how culture can influence our behaviors. She focused on how to develop strategic imperatives and establish action plans for greater retention of top talent.
The evening ended with a networking reception hosted by Altria and Leadership Dinner sponsored by PepsiCo. Featured speaker, Albert P. Carey, CEO of PepsiCo North America Beverages, shared his personal journey onto the leadership team of the second largest food and beverage company in the world.

On Tuesday, the first STEM business session featured several Latinas in STEM and was moderated by Andre Arbelaez, president of the Hispanic IT Executive Council. Emilia Lopez, managing vice president of US Card-Upmarket at Capital One and Dr. Esther Tristani, senior scientist at Burt’s Bees were joined virtually by Nereida Perez, vice president and chief diversity officer at Ingersoll Rand. The conversation focused on the issues and experiences of Latinas in STEM disciplines and what stakeholders can do to bring down the barriers that have prevented Latinas from obtaining success in STEM fields.

The final STEM business session of the day brought together leaders from various community organizations to discuss the strategies for increasing Hispanic representation in STEM. The panel was moderated by Christopher Guerrero, senior associate at the Ibarra Strategy Group and featured Andre Arbelaez, president of the Hispanic IT Executive Council, Lorena Fimbres, vice president and chief business development officer at STEMConnector and Million Women Mentors, Rosa Mendoza, executive director of the Hispanic Technology and Telecommunications Partnership, Richard Morley, CEO of the Society of Hispanic Professional Engineers, and Antonio Tijerino, president and CEO of The Hispanic Heritage Foundation. Participants of this panel discussed utilizing a multifaceted approach to increase Hispanic representation in STEM involving the education system, Corporate America, and community based organizations.
The LPP and STEM programs concluded with the closing luncheon sponsored by Verizon and featuring Emilio Gonzalez, executive director of strategic alliances at Verizon. At the lunch, Gonzalez discussed the power of leadership in the information age.

The HACR STEM Initiative is part of a larger research project sponsored by Cisco Systems Inc., Merck & Co., and the Merck Foundation, which will examine the barriers that limit the inclusion of Hispanics in STEM fields and provide recommendations to enhance recruitment, career development, and advancement opportunities for Hispanics. The HACR STEM report will be published in 2016.