

L'ATTITUDE



ANNUAL REPORT

2022

# A LETTER FROM THE L'ATTITUDE PARTNERS

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Our fifth year of L'ATTITUDE attracted our largest audience to date with nearly 7,000 business owners, business professionals, business CEOs, nonprofit leaders, educators, and political leaders and influencers in attendance.

Our attendees were from a broad cross-section of business sectors including finance, technology, manufacturing, investment, transportation, professional services, real estate, government, medical, and nonprofit. They came from 38 states and 7 foreign countries, including Argentina, Canada, Chile, El Salvador, Honduras, Mexico, and the United Kingdom.

Our audience also represented a variety of national organizations including:

- Association of Latino Professionals for America
- Congressional Hispanic Caucus Institute
- Hispanic Association on Corporate Responsibility
- Hispanic IT Executive Council
- Hispanic Scholarship Fund
- Hispanic Chambers of Commerce
- Latino Corporate Directors Association
- Latino Donor Collaborative
- League of United Latin American Citizens
- National Association of Hispanic Real Estate Professionals
- National Hispanic Medical Association
- Society of Hispanic Professional Engineers
- Unidos US
- US Hispanic Chamber of Commerce

It is exciting for us to see L'ATTITUDE become the epicenter for business and economic discussions, policies, and solutions, as well as reports, announcements, networking, deal-making, and even opportunities for L'ATTITUDE/HSF Scholars to be exposed to and interact with CEOs — all regarding the New Mainstream Economy. Extensive media coverage resulted in an impressive 3.5 billion media impressions with social media reaching over 55 million accounts.

Especially rewarding this year were the thoughtful and strategic conversations on stage in which the dialogs that occurred enthralled, inspired, and engaged our audience. Here the world learned the significance of the U.S. Latino cohort being the fifth-largest economy on the globe. Latino-owned businesses, entrepreneurs, and major corporations engaged in strategic conversations regarding supply chain restructuring and how to create greater opportunities for Latina and Latino entrepreneurs who play a critical role in our supply chain needs.

The LDC U.S. Latino GDP Report from the Latino Donor Collaborative in partnership with Wells Fargo created an impressive context of the entire U.S. Latino cohort. Being equivalent to the fifth-largest economy in the world at over \$2.8 trillion is remarkable. Even more astounding is the fact that U.S. Latino GDP growth is outpacing all but two countries in the world and far outpacing the rest of the United States. This growth is especially impressive given this data was gathered during the worst of the Covid pandemic, thus illustrating the unique resilience of the U.S. Latino cohort.

Once again, L'ATTITUDE convened the continuing conversation regarding Making Capitalism Work in the 21st Century. National leaders from banks, funds, and corporations engaged in a conversation about the flow of invested capital and the need for possibly \$1 trillion of new investment between now and the end of the decade focused on the U.S. Latino cohort to begin to leverage and catalyze its full growth potential.

With this year's completion of the first \$100 million fund by L'ATTITUDE VENTURES, funding of our exclusive, national L'ATTITUDE Match-Up competition was made possible. This year, over \$15 million was invested in eight selected companies that our Match-Up judges believed to offer the greatest growth opportunities as well as the highest potential impact on job creation, wealth creation, and communities.

During L'ATTITUDE, we introduced our audience and the rest of America to several Latino- and Latina-founded companies that are now growing, given the capital invested in them at L'ATTITUDE, and taking on potentially significant roles in their sectors. We have clearly demonstrated the unmistakable ROI growth opportunity in the coming years by investing in U.S. Latino-founded companies.

Only at L'ATTITUDE were the media and entertainment industries, as well as corporate boards, challenged to discuss why this cohort, representing 20% of all Americans and accounting for a dramatically disproportionate share of purchase behavior and net sales growth when compared to all other cohorts, still happens to be the most underrepresented cohort across most sectors. This cohort is growing faster in greater numbers than any other while also leading all cohorts in the consumption of digital media and entertainment. At L'ATTITUDE, we have provided a road map for how companies can engage with U.S. Latinos in the New Mainstream Economy in 21st-century America.

We had a significant first-of-a-kind conversation with Nike, who announced the first Latina appointment to their board of directors in a discussion of their selection process with Nike CEO John Donahoe. Another main stage conversation between Sol Trujillo and Target CEO Brian Cornell featured a discussion of the growth that the company has experienced through its focus on the U.S. Latino cohort and how Target now has three Latinas on its board helping guide and provide perspective to the business. The CMO of Diageo Beer Co., Jay Sethi, brought to life how that company is producing, innovative packaging, and implementing cultural marketing approaches to bring products to market targeted to Latinos that are clearly accelerating Diageo's growth in this New Mainstream Economy. The Bank of America vision of growth and market share attainment associated with the U.S. Latino cohort was discussed by its President of Merrill Lynch, Andy Sieg, and by Raul Anaya, President of Business Banking, who described the volume of new customers and new accounts associated with its 21st-century focus on the New Mainstream Economy.

L'ATTITUDE was where the Latino Corporate Directors Association reported on the limited progress of companies reflecting 21st-century society in the boardrooms in spite of this cohort being the major driver of their growth potential. Here, as documented in this report, it was reported to our audience which Fortune 100 companies do and do not have Latina and Latino representation on their boards of directors.

L'ATTITUDE 2022 also included the announcement and recognition of the 50 Most Powerful Latinas in America, presented by the Association of Latino Professionals for America.

Our vision of L'ATTITUDE continues to provide a global platform for calling attention to the economic growth opportunities everyone that markets to United States consumers can realize thanks to the U.S. Latino cohort. The release of major national reports from Housing to High Tech to the Economics of Professional Sports further demonstrated why the New Mainstream Economy is a 21st-century reality in our country.

## A LETTER FROM THE L'ATTITUDE PARTNERS

We also profiled U.S. Latino celebrities in the arts, music, and entertainment industries and introduced the first L'ATTITUDE Classic basketball competition as part of the L'ATTITUDE experience.

This year, the impact of L'ATTITUDE reached a new high level with extensive coverage across all national news media—print, broadcast, and online—all calling attention to the important economic news coming from L'ATTITUDE regarding the New Mainstream Economy. Our reach included features and special reports in major media, including Time magazine, Barron's, CNBC, MSNBC, Bloomberg Businessweek, and Ameritrade. Joe Kernan from Squawk Box joined us for the opening of L'ATTITUDE featuring the release of the LDC 2022 U.S. Latino GDP Report. National interviews, such as that of Mad Money's Jim Cramer in a fireside chat with Sol Trujillo, as well as extensive local coverage across the country, all contributed to the dramatic impact of this year's event. The conversations that ensued on LinkedIn about L'ATTITUDE the event demonstrated the scope, importance, and impact of what occurred at L'ATTITUDE 2022.

This year's annual report reflects how the L'ATTITUDE brand has developed and grown and reflects the New Mainstream Economy in 21st-century America. We are proud of the standards we have established in managing and delivering this event to reflect the unmistakable economic as well as the political and cultural power of the U.S. Latino cohort in the New Mainstream Economy.

We want this report to serve as a recap of the valuable information that was shared at L'ATTITUDE, the insightful comments of our participants, data for you to use in your own business, company, or career, and images that help tell the story of the L'ATTITUDE experience in 21st-century America and how it has inspired, motivated, and educated everyone involved. We think you will see why, in platforms such as LinkedIn, the phrase that has become so common among our attendees when they return from L'ATTITUDE is, "You should have been there!"

We have included a profile of just who was there, and it was a focused audience, unlike any other event. They are youthful, highly educated, economically successful business owners, business professionals, influencers, parents ... and consumers. In short, our audience is made up of the people empowering the economic growth of 21st-century America in the New Mainstream Economy. They represent the marketing "sweet spot" for any brand wanting to grow ... for at least the next three or four decades.

It is clear that U.S. Latinos will continue to be the major source of population growth, workforce growth, new business growth, income growth, and growth in consumption. The economic future of the United States is inextricably linked to our U.S. Latino population. In this report, you will find a summary of key data, important insights, expert commentary, research highlights, and valuable news intended to help you better understand the New Mainstream Economy and the opportunities available to you to leverage it to grow your business or your career and to help you focus as a capitalist on where investment opportunities will be paramount for your portfolio.

This is also an opportunity to recognize our sponsors, some of our country's most trusted and valued brands, for their endorsement of how important the New Mainstream Economy is to them and to our entire country. We are proud to associate our brand with theirs and to have them further validate their commitment to the growth of the U.S. economy in the 21st century through their engagement with, and investment in, the U.S. Latino cohort.

Now it is time for you to put on your calendar that L'ATTITUDE 2023 will be hosted in Miami, Florida, from September 27 – 30 when we again celebrate the economic, social, patriotic, and political contributions being made by the U.S.

## A LETTER FROM THE L'ATTITUDE PARTNERS

Latinos are making life better for every American. You will want to be one of the ones saying, "You should have been there!"

Only at L'ATTITUDE is the New Mainstream Economy center stage, and it's now the biggest economics stage in the country focused on 21st-century America. Thank you for being part of our efforts to make certain all of America values U.S. Latinos and has "L'ATTITUDE."



**Sol Trujillo**

Co-Founder

A handwritten signature in black ink that reads "Sol Trujillo".



**Gary Acosta**

Co-Founder

A handwritten signature in black ink that reads "Gary Acosta".



**Emilio Estefan**

Partner

A handwritten signature in black ink that reads "Emilio Estefan".



**Oscar Munoz**

Partner

A handwritten signature in black ink that reads "Oscar Munoz".

# SPONSORS

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THANK YOU TO ALL OF OUR NEW MAINSTREAM ECONOMY SPONSORS AND MEDIA PARTNERS WHO HAVE ENGAGED IN BRINGING INSIGHTS, COLLABORATIONS, INVESTMENTS, AND TRANSACTIONS INTO 21ST-CENTURY AMERICA'S NEW MAINSTREAM ECONOMY.

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# MEDIA PARTNERS

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WSJ

BARRON'S

*Market***Watch**

## L'ATTITUDE IS THE NATIONAL PLATFORM FOR THE NEW MAINSTREAM ECONOMY

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Our country has experienced the greatest concentration of wealth within the top 1% of our population in its history. As that wealth concentration has grown, the growth of our U.S. GDP has fallen. The simple rule of capitalism is an imperative for our country and a mantra of L'ATTITUDE: Capital must flow to where the growth is.

Our country's growth cohort is without question the U.S. Latino cohort. The data is irrefutable, and the opportunity for all businesses to leverage the unprecedented population and economic growth of this cohort is key to growing America's 21st-century economy.

**At L'ATTITUDE 2022, we introduced the latest data with the release of major national reports that included:**

- 2022 LDC U.S. LATINO GDP REPORT
- NAHREP STATE OF HISPANIC WEALTH REPORT
- LCDA BOARD REPORT
- LDC 2022 MEDIA REPORT
- HITEC AND LDC 2022 LATINOS IN TECHNOLOGY REPORT
- BCG REPORT ON THE ECONOMICS OF SPORTS IN THE 21ST CENTURY





## THE NEW MAINSTREAM ECONOMY

L'ATTITUDE has become the place where powerful connections are made, a marketplace where new partnerships are formed, creative projects are launched, and where announcements are made that can stimulate new collaborations and investments.

This has become a must-attend event for Latino entrepreneurs, filmmakers, artists, writers, corporate executives, investors, and political influencers. L'ATTITUDE is a gathering of the best and the brightest, creating the ideal environment for a premier business marketplace.



## LDC U.S. LATINO 2022 GDP REPORT

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### U.S. Latinos are the foundation of the 21st-century U.S. economy

The 2022 U.S. Latino GDP Report, published by the Latino Donor Collaborative in partnership with Wells Fargo Bank, should serve as a wake-up call for business and policy decision-makers and strategy influencers across the country and even has strong implications for the global business community, especially those who do large volumes of business within the U.S. market.

This report uses the most recent available data from the Bureau of Economic Analysis, which is 2020 and also the year our country and the world first suffered the economic impacts of Covid. The expectation was to see a decline in the growth trajectory of the U.S. Latino cohort, which has been impressive over the past five years since the first LDC report.

The opposite, however, was the reality, reflecting the remarkable resilience U.S. Latinos have demonstrated during their long history in our country. With this report, we now know the following facts about U.S. Latinos and our New Mainstream Economy.



In 2021, U.S. Latino total economic output, measured as GDP, ranked in a tie for 7th compared to the GDPs of the countries of the world. In the new report, U.S. Latinos moved up to the 5th largest in the world, surpassing India, the United Kingdom, and France. It is, in fact, the 2nd-fastest growing GDP in the world among all mature economies, growing from \$2.7 trillion the previous year to a real GDP of \$2.8 trillion in 2020.

If measured as nominal GDP, meaning before being adjusted for inflation, the U.S. Latino GDP was one of only two economies in the world that grew. U.S. Latino nominal GDP grew by .5% while U.S. non-Latino GDP declined by 2.6%. This makes the economic output of our country's U.S. Latinos the cornerstone of the growth of the U.S. economy.

What is making this extraordinary economic resilience and growth possible? This report provides the first answer as it measures real wage and salary income growth from 2019 to 2020. Wages and salary income for all non-Latinos in the United States fell by 1.1%. For U.S. Latinos, on the other hand, wages and salary income dramatically outperformed other cohorts, growing at an astonishing 6.7%, exceeding even its own pre-pandemic growth of 4.3%. It has become clear that U.S. Latinos served as our country's patriots and essential workers in support of all Americans while also bolstering our economy.

The U.S. Latino cohort has accounted for nearly 80% of net new additions to our labor force during the past decade. The youthfulness of this cohort means many of those workers now have the experience and skills to move up the income ladder. At the same time, the growth in U.S. Latino educational attainment has led all other cohorts, which means the newest Latino entries into the labor force are entering higher-paying jobs and professions than ever before.

In other words, the increase in the growth and strength of U.S. Latino human capital has resulted in a powerful economic growth driver for our country.

This report also provided insight into another factor in the U.S. Latino GDP growth story, which is consumption. We know that nearly 70% of the U.S. GDP is driven by consumption. This is a story that has been building for a decade as the data on real consumption growth from 2010 to 2020 shows that U.S. non-Latino consumption grew 1.1% during that time while U.S. Latino consumption grew 3.6%. That is a growth rate more than three times that of the rest of the economy and amplifies the trajectory of U.S. Latino economic growth going forward.

U.S. Latinos are the second-largest population group in our country. They are also growing in population numbers while the Anglo-American population is shrinking due to prior birthrates. The most common age for U.S. Latinos is 11 compared to 58 years old for Anglo-Americans, 27 for African Americans, and 29 for Asian Americans. The combination of population size and growth, youthful age, and heightened educational attainment is an ideal formula for the growth and resiliency that makes the U.S. Latino cohort the primary engine of growth in our New Mainstream Economy.

The following chart provides a summary of how U.S. Latinos are leading the growth in our country's economy.

COMPOUND ANNUAL GROWTH RATES: 2010 TO 2020			
EXPENDITURES BY TYPE	U.S. ECONOMY <i>Percent change</i>	LATINO ECONOMY <i>Percent change</i>	NON-LATINO ECONOMY <i>Percent change</i>
Personal consumption	1.4	3.6	1.1
Residential investment	6.2	7.3	6.0
Business investment	3.2	7.1	2.9
Exports of goods and services	-0.1	2.7	-0.4
Imports of goods and services	1.1	3.8	0.8
Government services	0.1	1.0	-0.1
<b>Gross domestic product</b>	<b>1.4</b>	<b>3.1</b>	<b>1.2</b>

**Bottom line: Any brand, business, or organization seeking growth must engage with the U.S. Latino cohort—the growth cohort in our country.**

Sources: 2022 LDC U.S. Latino GDP Report.



## 2022 STATE OF

# HISPANIC

## WEALTH REPORT

The NAHREP 2022 State of Hispanic Wealth Report presented at L'ATTITUDE was a clear demonstration of why those companies that are not embracing this cohort are leaving money on the table. This is our country's growth cohort.

A lead data point from the report showed that U.S. Latino wealth is increasing at more than three times the rate of the overall population. Latino median household wealth increased by 138% between 2013 and 2019 as compared to 36% for the overall population.

The future of U.S. economic growth will rely heavily on U.S. Latinos because they are young, with a median age of 30, and are just aging into their prime wealth-building years. Latinos have had the highest labor force participation rate for the last two decades and will account for the majority (64.8%) of labor force participation growth over the next ten years. Similarly, Latinos are predicted to account for more than half (53.1%) of new household formations and 70% of new homeowners over the next 20 years.

Homeownership is pivotal to wealth creation. In June 2022, average home prices grew by 18.3 percent, marking the 125th consecutive month of year-over-year increases. At the end of 2021, the average annual equity gain was \$55,300, more than double the annual gain in 2020.

The good news for U.S. Latinos is that this cohort is nearing 50% homeownership, which is also good news for our country. The growth of this cohort, and their growing ability to buy homes, has resulted in 52% of new homeowners being U.S. Latino, which supports the entire home and construction ecosystem. U.S. Latinos are driving the demand for real estate in our economy.

Homeownership is a strong wealth-building tool, demonstrated by the fact that homeowners have 28 times the wealth of renters. Homeownership also serves as a valuable tool for generational wealth, as children of homeowners are seven to eight times more likely to become homeowners themselves than children of renters. With one million U.S. Latinos turning 18 each year for the next three decades, the growth in homeownership among U.S. Latinos bodes well for America's future.

In addition to leading the growth of homeownership, U.S. Latinos also drive small business growth as the number of Latino-owned businesses is growing at a faster rate than all other demographics, and Latinos have held the highest rate of new entrepreneurship for the last two decades.

The report noted that Latinos are 1.7 times more likely to be entrepreneurs than any other racial or ethnic group and that self-employed Latinos have a net worth five times that of Latinos overall. Unfortunately, at the same time, Latino business owners face a wealth creation ceiling by not being able to scale their businesses at the same rate as Anglo-owned businesses due to a lack of access to capital.

According to the Stanford Latino Entrepreneurship Initiative (SLEI), Latino business owners are 60% less likely to receive approval for a \$100,000 loan when compared to their non-Hispanic Anglo counterparts, requiring them to use personal funds, thus reducing their ability to build wealth.

A major challenge for this cohort pointed out in the report is the low participation rate in retirement accounts, with only one in four participating. The impact on personal wealth is dramatic since U.S. Latinos who own a retirement account have nearly 10 times the wealth of those who don't.

The more we understand the strengths and weaknesses of this cohort economically, the more actions we can take as a country to expand the ability of U.S. Latinos to create wealth, which will benefit every American's future.



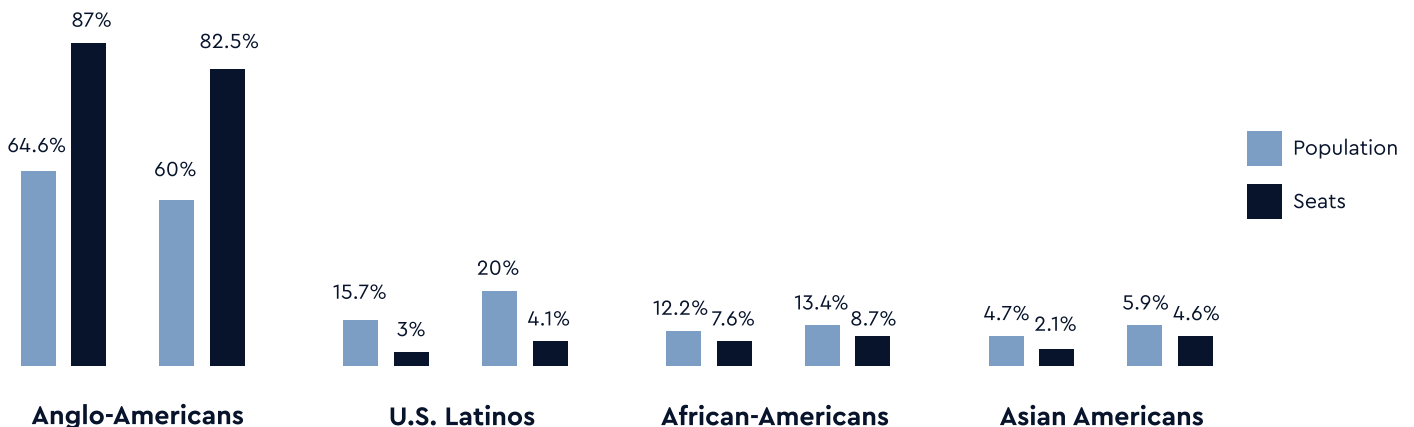
## 2022 LATINO BOARD MONITOR

The Latino Corporate Directors Association introduced its 2022 Latino Board Monitor report at L'ATTITUDE 2022. What may have been most startling in this report is that, as the second-largest population cohort in our country, U.S. Latinos and Latinas are so dramatically under-represented on Fortune Boards of Directors. In fact, they hold the smallest number of board seats of any cohort, with Latinas even more dramatically underrepresented with the smallest number of board seats compared to any gender, racial, or ethnic group.

The LCDA report points out that representation on Fortune 500 boards does not reflect our population and is certainly not consistent with the fact that this is our largest growth segment, with GDP output that is growing at twice the rate of the U.S. economy as a whole. As noted in the report:

Latinos have the widest gap compared to population size. U.S. Latinos represent 20% of the U.S. population but only hold 4.1% of Fortune 500 board seats. The Latino representation gap is 14.8 percentage points, compared to 4.7 percentage points for African Americans and 1.3 for Asian Americans. Anglo-Americans are overrepresented by 22.5 percentage points.

### RACE/ETHNICITY REPRESENTATION ON FORTUNE 500 BOARDS



For decades, Latinos have been left out of the board room. From 2011 to 2019, Latino representation progressed slowly, with a 10% increase spanning over eight years. It is only recently that this has begun to change.

#### The 2022 Monitor reveals:

- 65% of 2022 Fortune 1000 companies lack a U.S. Latino on their board of directors, a 4 percentage point decrease from 2021.
- Since 2011, the number of companies with U.S. Latino representation has grown from 13% to 35%, a 22% point increase.
- Most of the progress has occurred in the last three years.

Movement in the Fortune 1000 shows a measure of progress; however, even at this rate, it will take decades to reach parity. Not taking into consideration director resignations and departures, it will take more than eight years to reach 10% of directorships on Fortune 1000, still well below the U.S. Latino population of 20%.

## 2022 LATINO BOARD MONITOR

A highlight of the report was the identification of Fortune 100 companies with and without U.S. Latinos in the boardrooms. The list of those without was found shocking, given the leadership of the U.S. Latino cohort in the economic growth of our country.

### 2022 FORTUNE 100 COMPANIES WITH US LATINOS

COMPANY NAME	2022 RANK	COMPANY NAME	2022 RANK	COMPANY NAME	2022 RANK
Walmart	1	Fannie Mae	33	New York Life Insurance	72
Apple	3	Lowe's	35	TJX	75
CVS Health	4	Bank of America	36	Liberty Mutual Insurance Group	78
UnitedHealth Group*	5	Johnson & Johnson*	37	Nationwide	80
Alphabet*	8	Archer Daniels Midland	38	Tyson Foods	81
McKesson*	9	Wells Fargo	41	Bristol-Myers Squibb	82
AT&T	13	State Farm Insurance Cos.	42	American Express	85
Microsoft*	14	Pfizer	43	Abbott Laboratories*	86
Chevron	16	PepsiCo	45	StoneX Group	87
Home Depot	17	Procter & Gamble	47	TIAA	90
Elevance Health (formerly Anther)	20	MetLife	50	Coca-Cola	93
Ford Motor	22	Prudential Financial	51	General Dynamics	94
Verizon Communications	23	Walt Disney	53	USAA	96
General Motors	25	Freddie Mac	56	Northwestern Mutual	97
Centene	26	HP	59	Exelon*	99
Meta Platforms, Inc.	27	AbbVie	63		
Comcast	28	Dow	64		
Valero Energy*	30	Best Buy	68		
Target*	32	Charter Communications	69		

\*Company added a Latino between June 30, 2021 and August 31, 2022.

### 2022 FORTUNE 100 COMPANIES WITHOUT US LATINOS

COMPANY NAME	2022 RANK	COMPANY NAME	2022 RANK	COMPANY NAME	2022 RANK
Amazon	2	Intel	46	Cisco Systems	74
Exxon Mobil	6	General Electric	48	Publix Super Markets	76
Berkshire Hathaway	7	IBM	49	ConocoPhillips*	77
AmerisourceBergen	10	Albertsons Cos.	52	Progressive	79
Costco Wholesale	11	Energy Transfer LP	54	Deere	84
Ciena	12	Lockheed Martin	55	Plains GP Holdings*	88
Cardinal Health	15	Goldman Sachs Group	57	Enterprise Products Partners*	89
Walgreens Boots Alliance	18	Raytheon Technologies	58	Oracle	91
Marathon Petroleum	19	Boeing	60	Thermo Fisher Scientific	92
Kroger	21	Morgan Stanley	61	CHS*	95
JPMorgan Chase	24	HCA Healthcare	62	Nucor*	98
Phillips 66	29	Tesla	65	Massachusetts Mutual Life Insurance*	100
Dell Technologies	31	Allstate	66		
UPS	34	AIG	67		
FedEx	39	Sysco	70		
Humana	40	Merck	71		
Citigroup	44	Caterpillar	73		

\*New to the 2022 Fortune 100.

## LATINO DONOR COLLABORATIVE 2022 MEDIA REPORT



Latinos are the largest minority in America, the biggest driver of demographic and economic growth, and the youngest demographic group. The fact that U.S. Latinos are the only major cohort that under-index in media representation and visibility demonstrates the disconnect between media and entertainment companies and the realities of 21st-century America.

U.S. Latinos account for 20% of the total population, making this cohort larger than the African American and Asian American populations combined. Yet, as reported by the Latino Donor Collaborative in its LDC 2021 Media Report presented at L'ATTITUDE, U.S. Latinos are only 5.5% of all screens' representation, yielding a -71% representation ratio.

To make the absurdity of that lack of market understanding by the media and entertainment sector abundantly clear, a person is more than twice as likely to be an identical twin than for a show to have a U.S. Latino lead actor.

Why does that matter? The Latino audience presents a lucrative business opportunity across the media landscape because of its size, youth, growth rate, and economic power. The money being left on the table by the lack of Latino presence in the media is a significant competitive opportunity, as demonstrated by the fact that nearly three of four U.S. Latinos are positively influenced to watch programming, subscribe to content, and purchase tickets for content that has U.S. Latino leads, casts, and producers.




U.S. Latinos already purchase nearly 27% of movie tickets. The report demonstrates the tremendous upside for the entertainment industry if it features U.S. Latinos in lead roles of mainstream content and includes U.S. Latinos behind the camera as well. As the largest growth cohort in the country, growing to one hundred million over the next three decades, the U.S. media can no longer afford to ignore these drivers of our New Mainstream Economy.



# LATINO DONOR COLLABORATIVE 2022 MEDIA REPORT

Highlighted in the Media Report was the fact that the U.S. Latino cohort is the one cohort that is most underrepresented. Given this cohort's economic strength and its domination in the growth of content and platform revenue, this is now a critical area for all investors in media companies to watch, as the point made by Ana Valdez that "those companies that don't 'get it' are leaving money on the table."

## TOTAL ON-SCREEN UNDERREPRESENTATION OF LATINOS IN SHOWS ACCORDING TO NIELSEN\*

	LATINX	ASIAN	BLACK	NON-HISPANIC WHITE	TOTAL LATINO UNDER-INDEX ACROSS PLATFORMS
Streaming	9.29%	11.18%	16.12%	62.55%	-51.11 
Cable	2.33%	2.81%	11.37%	82.57%	-87.74 
English Language Broadcast	5.42%	4.38%	26.61%	63.72%	-71.48 
<b>POPULATION</b>	<b>19.0%</b>	<b>6.1%</b>	<b>13.6%</b>	<b>59.0%</b>	<b>MEDIA REPRESENTATION vs POPULATION RATIO</b>

\* 2022, Nielsen On-Screen Representation.

\*\* 2020 US. Census data

**Bottom line:** It is imperative that media and entertainment companies assure their investors of the greatest growth potential by capitalizing on the fact that 70% of Latinas and Latinos say seeing people like themselves on screen and in behind-the-camera credits influences what they watch and to what providers they subscribe. It is time to follow the lead of two of the greatest streaming success stories to date, Lincoln Lawyer and Father of the Bride, where U.S. Latino leads attracted the largest mainstream audiences, both Latino and non-Latino.



## HISPANIC IT EXECUTIVE COUNCIL LATINOS IN TECHNOLOGY REPORT

# Latinos in Technology

FROM CONSUMERS TO MAKERS,  
CREATORS, and OWNERS

New Mainstream LATINOS Building  
a Tech-Empowered World

HITEC  CULTURA 101

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U.S. Latinos are driving digital consumption in our country. 98% of all Latinos own a smartphone. 78% of all U.S. Latino households subscribe to a streaming service. In fact, U.S. Latinos are known as super streamers. They are dominating the use of apps, with heavy usage in all categories, including news, gaming, shopping, video streaming, dating, education, and messaging.

U.S. Latinos use more high-tech devices, including TV, digital streaming devices, and tablets. During Covid, they were 57% more likely to use social media as a primary source of information about the coronavirus.

The Latinos in Technology Report presented at L'ATTITUDE by the Hispanic IT Executive Council points out that while U.S. Latinos represent 28% of the population of Silicon Valley and 39% of all K-12 students, they represent only 3% of the high-tech workforce. A key takeaway from this report, therefore, is that our country needs more Latino interest in becoming makers, not just users. That is important to ensure that certain games and apps, for example, are designed with a Latino context and without any non-Latino bias.

Given the youthfulness of the U.S. Latino cohort, representing nearly one in three of the Alpha generation, for example, together with this cohort over-indexing all others in most technology usage categories, the workforce in the technology sector will become increasingly dependent on U.S. Latinos. Attracting students to technology careers is important to both the economy and the culture of our country.

## L'ATTITUDE VENTURES INVESTS OVER \$16M AT MATCH-UP

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The annual L'ATTITUDE Match-Up competition began long before the actual L'ATTITUDE event as a L'ATTITUDE Ventures review team evaluated hundreds of showcase submissions and ultimately invited 23 companies to compete at L'ATTITUDE Match-Up 2022. The Match-Up program includes founder showcases, investor thought leadership, capital matchmaking, and a pitch competition for L'ATTITUDE Startup of the Year.

This year's showcases spanned three days and were grouped into three categories: CPG, Fintech, and B2B SaaS. Of these showcases, L'ATTITUDE Ventures, an institutional venture capital firm that invests exclusively in U.S. Latina/o-led startups, selected four finalists to compete on the main stage for the L'ATTITUDE Startup of the Year award. The finalists included Mooch, Cleverman, Mavity, and Nopalera, with Nopalera being selected by the panel of judges as the winner.

Nopalera is a line of luxury Mexican botanicals for bath and body founded by San Diego native Sandra Velasquez, who, in less than two years, has led the brand into a massive success, amassing retail partnerships with Nordstrom, Credo Beauty, and Whole Foods.

"Our investment in Nopalera is grounded in Sandra's bottom-up product knowledge, data-driven discipline, and unwavering vision and drive to lead with cultural and personal authenticity. We are excited to bring the entire ecosystem of LAT VC to expand her growth, distribution, and success," said Kennie Blanco, L'ATTITUDE Ventures General Partner and Chief Investment Officer.

Since the 2021 Match-Up competition, L'ATTITUDE Ventures has deployed another \$16M in Latina/o change-makers. L'ATTITUDE Ventures aims to use its first \$100M institutional fund to trigger a long-needed change in the flow of capital into U.S. Latina- and Latino-owned firms, which, in 2021 received less than 2% of all VC funding investments. The general partners of L'ATTITUDE Ventures include Sol Trujillo, Oscar Muñoz, Gary Acosta, Kennie Blanco, and Laura Moreno Lucas.

## FIVE U.S. LATINO CEOS TOGETHER ON STAGE FOR FIRST TIME IN OUR COUNTRY

L'ATTITUDE 2022 was the first and only time that five U.S. Latino CEOs were together on one stage discussing their perspectives on the New Mainstream Economy. They provided a multidisciplinary look at our economy and helped widen the lens for all American businesses regarding the U.S. Latino cohort.

Sol Trujillo, Chairman of Trujillo Group and former CEO of US WEST, Orange, Telstra, and co-founder of L'ATTITUDE, led the discussion with three other powerful and insightful Latino CEOs, including Dr. Marlow Hernandez, CEO of Cano Health, Pedro J. Pizarro, President & CEO of Edison International, Mauricio Gutierrez, President & CEO of NRG Energy, and Oscar Munoz, Chairman/Former President & CEO, United Airlines.



FOUR QUOTES FROM THAT SESSION PROVIDE A HIGHLIGHT OF THE WIDE-RANGING DISCUSSIONS REGARDING THE NEW MAINSTREAM ECONOMY:

” *“When you look at the New Mainstream Economy numbers, who is going to be driving growth? It's Latinos who have the power to drive growth.”*

– **Mauricio Gutierrez**, President & CEO, NRG Energy

” *“There's been plenty of times that I've been the “only Latino” in the room and I see a big opportunity for us to change that.”*

– **Pedro Pizarro**, President/CEO, Edison International

” *“During Covid Latinos went back to work with urgency. That spirit of can-do is reshaping the status quo and becoming the New Mainstream Economy.”*

– **Dr. Marlow Hernandez**, CEO, Cano Health

” *“Oftentimes, we are labeled as “the only” ... the exception. I want us to become the expectation.”*

– **Oscar Munoz**, Chairman/Former President & CEO, United Airlines, and L'ATTITUDE Partner

## LATINXT BUSINESS SHOWCASE

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U.S. Latinos are known as the most entrepreneurial cohort in our country. Who are the breakaway U.S. Latino entrepreneurs who are not only founding companies but also making a difference in how we live, work, and play and are leading the way in demonstrating high return on investment? The LATINXT Business Showcase is where the rest of the business community, as well as consumers, learn about emerging, New Mainstream companies, technologies, products, and services.

The power of capital flow into the U.S. Latino cohort was demonstrated by three businesses supported by investments from L'ATTITUDE Ventures that are achieving remarkable success.

**Back to the Roots** CEO Alejandro Velez Ramirez explained how it is going to make Target the most sustainable garden center in the country by launching Back to the Roots quality organic gardening soil at every Target store and at a lower price point than anywhere else.

**Aqua Bonita** CEO Kayla Castaneda detailed the growth of her company from having its product in maybe fifteen stores to now over 1,000 stores, including Target. She proclaimed, "We are building the net billion-dollar beverage brand."

**Onuu** CEO Felix Ortiz announced the official launch of his company that day at L'ATTITUDE and explained its unique product which provides an all-in-one financial services app for average Americans.

**Brian Cornell**, CEO of Target, said,



*"We're the place you discover up-and-coming new brands. I just love to see these companies on this stage talk about their success."*

## LATINAS LEADING THE WAY

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L'ATTITUDE recognized and celebrated the power of Latinas in the New Mainstream Economy, including naming the 50 Most Powerful Latinas in the U.S. in collaboration with ALPFA. These are women whose positions and responsibilities influence the lives of all American citizens in very significant ways, both publicly and sometimes behind the scenes. The Top 50 were introduced and celebrated as part of The Most Powerful Latinas Luncheon, presented by Morgan Stanley, in a special finale to this year's L'ATTITUDE event.

Powering Latina Leadership: Mastering Rules of the Game was a popular and motivating session that provided compelling insights into Latina leadership in America.

### THIS SESSION FEATURED A WHO'S WHO OF LATINA LEADERS, INCLUDING:

- Monica Gil, Chief Administrative and Marketing Officer, NBC Universal Telemundo
- Mary Dillon, CEO, Footlocker
- Sandra Campos, CEO, Project Verte
- Ileana Musa, Managing Director, Morgan Stanley
- Sofia Santos, Managing Director, Head of Retail, Preferred and Small Business Strategy, Bank of America
- Patty Juarez, Executive Vice President & Head of Diverse Segments for Commercial Banking, Wells Fargo

The Top 50 were introduced and celebrated as part of The Most Powerful Latinas Luncheon, presented by Morgan Stanley, in a special finale to this year's L'ATTITUDE event.



## LATINAS LEADING THE WAY

As part of our focus on Latinas, we featured a special session with Latina disruptors who represent the new wave of LATINXT entrepreneurs who are changing the game and leading the way for Latinas in the New Mainstream Economy. These inspiring Latinas haven't waited for permission or followed protocols but have taken big risks and are now blazing new trails.



### THESE POWERFUL NEW LEADERS INCLUDED:

- Alexandra Rasch Castillo, Founder and CEO of Caban Systems
- Andrea Lisbona, Founder and CEO of Touchland
- Nuria Rivera, CEO of Novation Title Insurance Company
- Sandra Velasquez, Founder of Nopalera
- Daniella Pierson, Founder and CEO of The Newsette



## ANNUAL LEADERSHIP AWARD

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Each year, L'ATTITUDE gives special recognition to individuals who, in their life and work, have achieved exemplary personal success, which they have then leveraged to do good by using their resources and influence to improve the lives of others.

This year, the L'ATTITUDE Leadership Award was given to Lin-Manuel Miranda. In his tribute, when presented the award at the L'ATTITUDE Gala, it was said, "Watching your career blossom over the past twenty years and your multifaceted achievements as an actor, rapper, composer, playwright, and filmmaker has been both a joy and an inspiration for us as well as for all U.S. Latinos. Your personal commitment to immigrant rights and your philanthropic work to immigration rights groups is impressive and deserve our praise and recognition."





## FORMER PRESIDENT BARACK OBAMA

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Former President Barack Obama was live on stage at L'ATTITUDE in a conversation with Gary Acosta, L'ATTITUDE Co-Founder talking about the important role U.S. Latinos are playing in our country's New Mainstream Economy.



## L'ATTITUDE CELEBRATED BY THE NYSE

While we kicked off L'ATTITUDE 2022 in San Diego, we also celebrated the New Mainstream Economy at Times Square in New York City. The facts and data about the U.S. Latino cohort drew national attention. The image below is courtesy of the New York Stock Exchange.



## FIRST L'ATTITUDE CLASSIC WAS A SLAM DUNK

The first annual L'ATTITUDE Classic tipped off in San Diego as part of L'ATTITUDE 2022 and featured two exhibition basketball games with a goal of showcasing top Latino players in the world and connecting them to the national media, sponsors, and representatives of the NBA, FIBA, and NCAA. The first game featured the high school championship Arizona Compass team against Veritas Academy, where some of the best Latino high school talent in the country were showcased.

That was followed by the Legends Game featuring the one and only Coach Manu Ginóbili and leading professional Latino basketball stars from the U.S. as well as internationally. Halftime entertainment included musical superstars Alex Sensation and La Gabi. Fans are already looking forward to 2023.



## L'ATTITUDE LIVE PACKED RADY SHELL THEATER

An exciting lineup of star talent attracted a sell-out crowd to the spectacular, outdoor, seaside Rady Shell theater for our L'ATTITUDE Live concert presented by La Musica. The featured performers included Grammy-winner worldwide superstar Juanes, Grammy-nominated rapper and singer Farruko, and global DJ and artist Alex Sensation.



## SPONSOR MOMENTS



John Donahoe presents Sol Trujillo with the newest release of The Familia Shoe Collection as well as the Nike x J Balvin collaboration during their fireside chat at L'ATTITUDE 2022.



The presentation of the Nike J Balvin X Air Jordan 2 Retro shoe.



Lin-Manuel Miranda on stage at L'ATTITUDE 2022 with Anna Marrs, Group President of American Express, during their main stage session, The Power of Partnership and Community.



Sol Trujillo, L'ATTITUDE Co-Founder, and Anna Marrs, Group President of American Express, visit the American Express Activation in The New Mainstream Experience Hall at L'ATTITUDE 2022.

## SPONSOR MOMENTS



Brian Cornell, Board Chairman & Chief Executive Officer of Target visits with the Target team at their activation in The New Mainstream Experience Hall at L'ATTITUDE.



A snapshot of the Target experience and activation in The New Mainstream Experience Hall at L'ATTITUDE, highlighting Latino-owned businesses showcased and on shelves at Target stores nationwide.



Jay Sethi, CMO of Diageo Beer Co., on the main stage at L'ATTITUDE 2022 during his session, World Class Marketing in 21st Century America.



A snapshot of the Diageo experience and activation in the L'ATTITUDE 2022 The New Mainstream Experience Hall.



The Executive Team of presenting sponsor of L'ATTITUDE 2022, Bank of America.



Over 200 executives and business professionals from Bank of America, L'ATTITUDE 2022's presenting sponsor.



A snapshot of presenting sponsor, Bank of America, and its activation and experience at L'ATTITUDE 2022 in The New Mainstream Experience Hall.



Premier sponsor, Accenture, fuels L'ATTITUDE 2022 attendees with a café activation and experience in the foyer of the L'ATTITUDE lobby.



Katrina Bergh from Accenture Consulting and Andrea Trujillo, CMO of L'ATTITUDE, catching up at the Accenture Sip and See activation and experience.

## SHOWCASES



The 4th Annual Match-Up at L'ATTITUDE, the L'ATTITUDE pitch competition and showcase for highly competitive Latino-led startups that culminates with the awarding of the Latino Startup of the Year.



The presentation of Match-Up Startup of the Year, awarded to Nopalera, founded by Sandra Velasquez.



The presentation of Match-Up Startup of the Year, awarded to Nopalera, founded by Sandra Velasquez.



Winner of L'ATTITUDE's 2022 Match-Up competition, Sandra Velasquez, founder of Nopalera.



Match-Up at L'ATTITUDE Judges applaud Nopalera as the winner as well as all of the other Match-Up competitors in the 2022 competition. Judges included Diego Gordillo, Managing Director, JP Morgan, Selma Bueno, Managing Director, Morgan Stanley, Oscar Muñoz, L'ATTITUDE Partner, Marcos Torres, Managing Director, RBC Capital Markets, and Raul Anaya, President, Business Banking, Bank of America

## SHOWCASES



Powering Latina Leadership: Mastering Rules of the Game, a conversation led by Monica Gil, Chief Administrative and Marketing Officer, NBC Universal Telemundo, Mary Dillon, CEO, Footlocker, and Sol Trujillo. Discussion contributors: Sandra Campos, Board Director, Patty Juarez, EVP, Wells Fargo, Ileana Musa, Managing Director, Morgan Stanley, Sofia Santos, Managing Director, Head of Retail, Preferred & Small Business Strategy, Bank of America.



A showcase display of L'ATTITUDE Venture-backed Agua Bonita. Agua Bonita is a Match-Up at L'ATTITUDE alumni.



The 50 Most Powerful Latina Showcase at L'ATTITUDE in collaborations with ALPFA, presented by Morgan Stanley.



Latina Disruptors: Alexandra Rasch Castillo, CEO, Caban Systems, Marysol Castro, Public Address Announcer, The New York Mets, Daniella Pierson, Founder and CEO of The Newsette, Andrea Lisbona, CEO, Touchland, Nuria Rivera, Founder/CEO, Novation Title Insurance Agency, and Sandra Velasquez, Founder & CEO, Nopalera.



A snapshot of the inspiring Latina Disruptors session.



L'ATTITUDE's Venture-backed Alejandro Velez discusses the growth of his company, Back to the Roots, which has sold nationwide at retailers such as Target, The Home Depot, Amazon, and more.



Closing L'ATTITUDE 2022 with inspiring Latinas changing the game.



## CELEBRITY MOMENTS



Actor Wilmer Valderrama and L'ATTITUDE Co-Founder Sol Trujillo have a fireside discussion on the main stage about Latinos in the entertainment industry.



Gary Acosta, L'ATTITUDE Co-Founder, and NBA Fall of Famer, Manu Ginóbili.



Boxing great Oscar De La Hoya and Sol Trujillo.



Former President of the United States of America Barack Obama and Gary Acosta discuss the Latino cohort as drivers of The New Mainstream Economy.



Jim Cramer, host of CNBC's, Mad Money, joined Sol Trujillo, L'ATTITUDE Co-Founder, to empathize that Latinos are the driver of the New Mainstream Economy.



Lin-Manuel Miranda and Sol Trujillo



Actor Luis Guzmán who stars in the Netflix hit Wednesday emphasizes the importance of casting Latinos in leading film and TV roles.



Oscar De La Hoya taking a photo moment with L'ATTITUDE fans and attendees.

## GALA



The 5th Annual L'ATTITUDE Gala with a special presentation of the L'ATTITUDE Leadership Award, given to Lin-Manuel Miranda, and with a special celebrity performance by Chico, the original Gipsy King.



L'ATTITUDE partners present Lin-Manuel Miranda with the L'ATTITUDE Leadership Award with a special toast presented by Diego-Jay Sethi, CMO of Diageo Beer Co.



Emilio Estefan kicking off the L'ATTITUDE 2022 festivities.



Chico, the original Gipsy King.



The cast of The Garcias making an appearance at the L'ATTITUDE Gala.



A toast to celebrate L'ATTITUDE Leadership Award winner Lin-Manuel Miranda.



L'ATTITUDE attendees enjoying the Gala.



L'ATTITUDE attendees at the Gala.

## EXPERIENCES



L'ATTITUDE 2022 celebrated by the NYSE in Times Square on the opening day of L'ATTITUDE, September 22, 2022.



The future of basketball at The L'ATTITUDE Classic, featuring young Latino players.



Exhibition game from junior elite basketball teams at The L'ATTITUDE Classic.



Grammy winner Juanes amplifies the crowd at L'ATTITUDE Live, L'ATTITUDE's first concert.



Grammy-nominated Farruko lights up the Rady Shell with his rogation performance at L'ATTITUDE Live.



Juanes on stage at L'ATTITUDE Live.

## EXPERIENCES



L'ATTITUDE Live at the Rady Shell, pre-show.



The stage at L'ATTITUDE Live.



Juanes serenades a young girl in the crowd from the Hispanic Scholarship Fund at L'ATTITUDE Live in a touching moment.



Superstars Emilio and Gloria Estefan enjoying the L'ATTITUDE Live Concert at the Rady Shell, featuring Grammy winner Juanes, Grammy-nominated Farruko, and world-renowned DJ and artist Alex Sensation.

## NATIONAL NEWS IMPACT

The impact of L'ATTITUDE on our country's economy continues to grow as national news media—print, broadcast, and online—are calling attention to the important economic news coming from L'ATTITUDE on the New Mainstream Economy. Growing awareness among all business leaders and educating them about the facts and data that are critical to sustaining economic growth in America are vital components of our event. A sampling of the breadth of media exposure tells the story. For more press and features visit: [lattitude.net/press](http://lattitude.net/press)



## SOCIAL MEDIA IMPACTS & HIGHLIGHTS

L'ATTITUDE 2022 social media channels experienced immense interest from audiences across all platforms throughout the event. L'ATTITUDE 2022 reached over **55 million accounts**, a **nearly three million increase** from our 2021 event.

Across all platforms, we drove over **1,098,000 impressions**, a **nearly 50% increase** from our 2021 event. **Engagement received a 50% increase** from our 2021 event, with nearly **25,000 total engagements** across platforms through consistent interaction on the feed and stories throughout the event.

We received engagement across platforms from notable accounts such as actor Wilmer Valderrama, Grammy winner Juanes, Jay Sethi, CMO of Diageo Beer Co, music superstar Gloria Estefan, the New York Stock Exchange, and more.



<https://www.instagram.com/p/Ci-dXc8LVDb/>



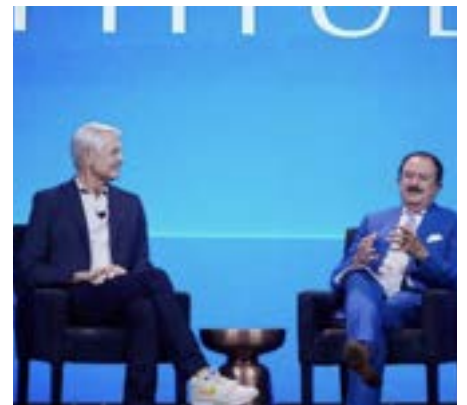
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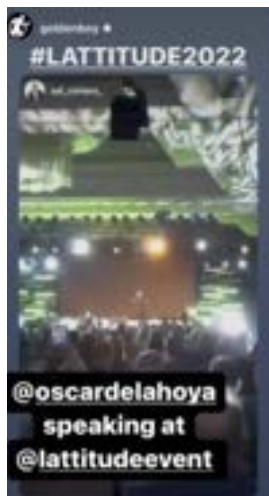


<https://www.instagram.com/p/Ci5hi0ZJuPi/>

# NOTABLE SOCIAL MEDIA MENTIONS



**gloriaestefan**   
 gloriaestefan · Original audio



**Jay Sethi** · 3rd+   
 CMO, Diageo Beer Co. & SVR, Ready-to-Drink (RTD) Category ...   
 [Follow](#)

L'ATTITUDE blew me away! To have thousands of Latinos together, not just dreaming, but building a powerful community that will shape the future of America was truly life changing. To think that the economic contribution of the Latino population in the U.S. is now the 5th largest "world" GDP even ahead of India is simply incredible!

It was an honor to share how all of us at Diageo are embracing the flavors and passions of our vibrant culture. Indeed just as the growth of the tequila category and my beloved Sñimhoff Tamarindo demonstrates, the Latino community isn't just the new mainstream economy in America, but the new mainstream culture!

I can't thank my friend [Teresa Riva Ortolini](#) enough for sharing her Airbnb leadership story on stage with me, and my friend and colleague [Gustavo Salguero](#) who joined me at the conference and is powerfully supporting the Latino community through his work on Buchanan's and our whiskey category.

Sol Trujillo, Gary Acosta and Andrea Trujillo you're superheroes for creating this familia, for recruiting so many wonderful speakers, including President Obama to share his wisdom, and most of all for being our best advocates as we seek greater leadership representation in business and society. You encourage us to aim higher and to hold each other and all leaders in power accountable. Muchísimas gracias and count on me to help bring even more heat to Miami next year!

**Raul A. Anaya** · 3rd+   
 Head of Business Banking at Bank of America   
 2w · [📍](#)

As the Head of Business Banking at [Bank of America](#), it was a pleasure hosting the Match-Up Final Competition at [L'ATTITUDE](#)

I was very impressed and inspired by the four Hispanic-Latino entrepreneurs on stage today and I look forward to watching their continued success. A special congratulations to the L'Attitude Start-Up of the Year, Nopalera – a Mexican bath and body brand founded to elevate and celebrate Latina culture.

Thanks to [L'ATTITUDE VENTURES](#), the judges and everyone at [#LATTITUDE2022](#) for making this competition so successful.

**Squawk Box**   
 @SquawkCNBC

"Growing an economy always requires a growing labor force. This cohort now is the driver variable that is enabling us," says Trujillo Group Chairman Sol Trujillo. "The most populated cohort of the Latino cohort is age 11. You need that youth cohort and we have that."

[pic.twitter.com/IJDE4fvxpQ](https://pic.twitter.com/IJDE4fvxpQ)

9/22/22, 6:18 AM

# NOTABLE SOCIAL MEDIA MENTIONS

**3Pac Studios** @3Pac\_Studios  
 The total economic output of U.S. Latinos reached \$2.8 trillion in 2020 & would be the 5th largest GDP in the world if U.S. #Latinos were an independent country, surpassing the #UnitedKingdom, #India & #France according to the new @LDCLatino report presented at @LATTITUDEevent 🎉

**NYSE** @NYSE  
 The NYSE congratulates @LATTITUDEevent on the launch of its 5th year event "The New Mainstream Economy, driven by the U.S. Latino Cohort".  
 The U.S. Latino represents a powerful force for the underlying growth of the U.S. economy, and being 25% of new U.S. entrepreneurs.



**David Kenny** · 3rd+  
 Chief Executive Officer, Nielsen  
 2w · Edited · 🌐

+ Follow ...

There is no place I'd rather be this week than at L'ATTITUDE 2022, where I shared the stage with my friend and L'Attitude co-founder Sol Trujillo to talk about how diverse and inclusive storytelling is still lacking in the TV industry.

We discussed Nielsen's latest Diverse Intelligence Series report on Hispanic viewers and research we did with Latino Donor Collaborative which found that Hispanic representation both behind and in-front of the camera is a winning combination for attracting new audiences. Even though there has been some progress in inclusive content, a growing number of Hispanics feel there still isn't enough programming that represents them.

It is time for studio and media executives to embrace change and stop relying on what worked in the past. With technology advances from Smart TV's to mobile phones to streaming, the audience is now in control of what they watch and when and where they watch it. There is significant opportunity for all if we just give the audience what it's searching for.

#LAttitude2022 #diverseintelligence #LatinoDonorCollaborative

**Bank of America News** @BoFA\_News

As we wrap up @LATTITUDEevent with nearly 250 of our teammates, we're inspired and encouraged by the collective conversations around supporting the cultural richness and diversity of the Hispanic-Latino community. #LATTITUDE2022



**American Express**  
 1,765,719 followers  
 1mo · Edited · 🌐

Award-winning songwriter, actor, producer, director and small business owner Lin-Manuel Miranda has been an #AmexAmbassador since 2017, and has helped us make strides in support of small business owners and the Latino communities. Recently he joined Anna Marrs, Group President of Global Commercial Services and Credit & Fraud Risk, at this year's L'ATTITUDE, which brings together Latino business owners from around the country, to discuss small business and the power of partnership.

Lin-Manuel says, "Now that I've had a taste of being a small business owner, it's just reinforced how impossible it is without community. And when Latinos come together, we are so powerful and there's really nothing we can't do."

Read more: <https://lnkd.in/gGv4i7-t>

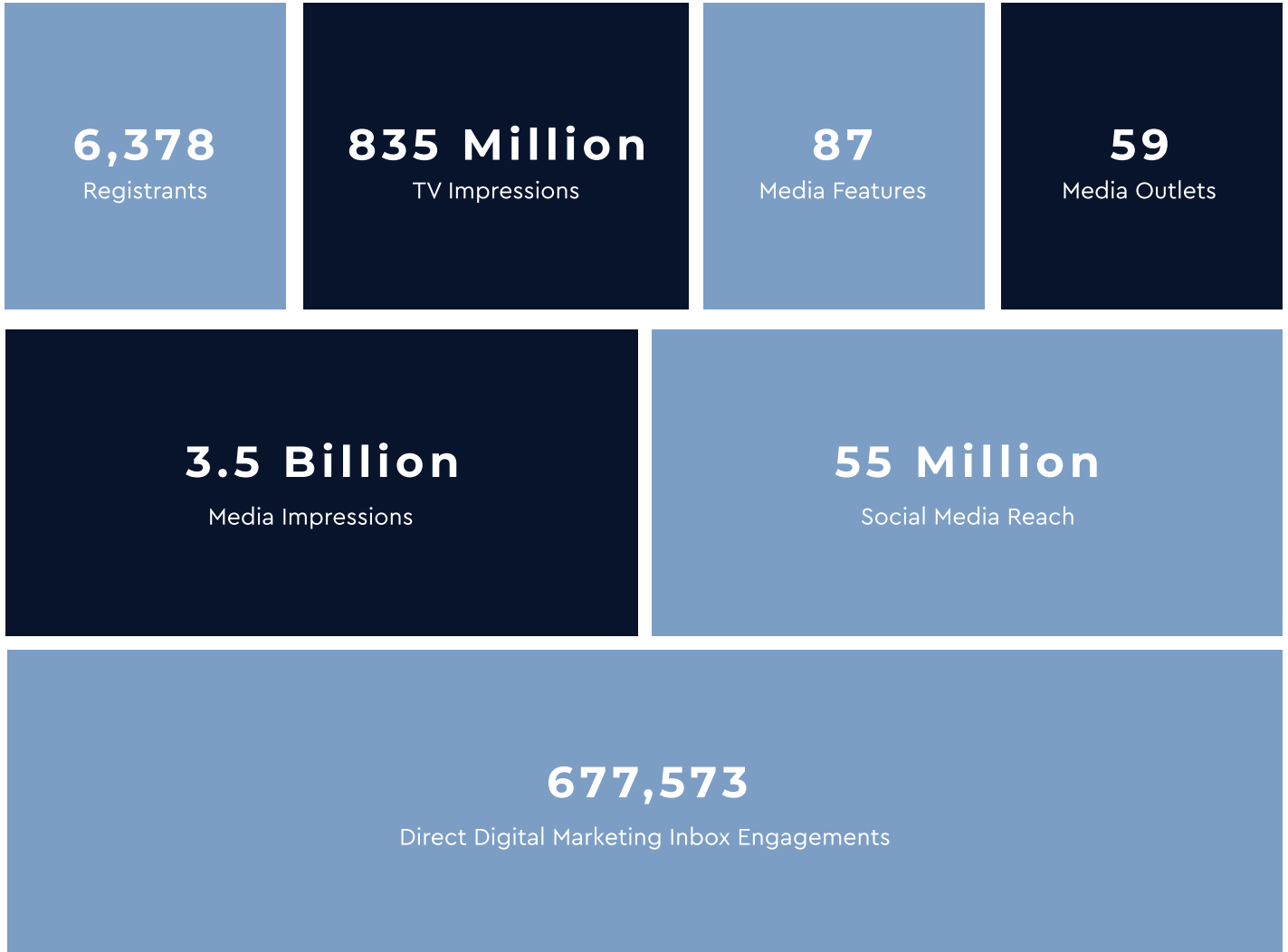
**REMEZCLA** @REMEZCLA

"When you talk about the Latino community [and Nike], we're soulmates and 'sole mates,'" Vanessa Garcia-Brito, @Nike's VP of NA Communications, shared @LATTITUDEevent.



## L'ATTITUDE 2022 REACH

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# LEARNINGS FROM LEADERS”

## NEW MAINSTREAM ECONOMY

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*"U.S. Latinos are a tremendous source of resilience for our economy. Latinos were holding up the economy during the darkest days of the pandemic."*

**Matthew Fineup**  
Executive Director, CLU Center for Economic Research & Forecasting



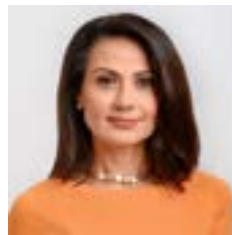
*"Latinos are resilient. The pandemic was a stark reminder of how the underpinning of what is holding America together is the Latino community."*

**Lin-Manuel Miranda**  
Songwriter, Actor, Director, Producer



*"The GDP Report comes at a time we're hearing a lot about the growing voting power of Latinos and you have a very compelling case for what's happening in this country."*

**Sarah Goo**  
Editor-in-Chief, Axios



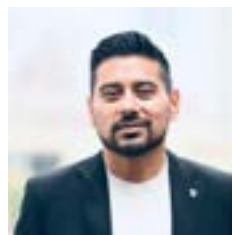
*"Two million Latinas own small businesses in the country right now ... and their percentage of the labor force continues to grow and that means they'll be fueling business in the future as well."*

**Mónica Gil**  
Chief Administrative & Marketing Officer for NBCUniversal Telemundo Enterprises



*"We're seeing continuous growth from this cohort. We continue to produce new products for this cohort."*

**Steve Lovejoy**  
Chief Supply Chain Officer, Signet Jewelers



*"We're not just a new mainstream economy; we're the new mainstream culture. It's the backbone of what's really happening in America."*

**Jay Sethi**  
Chief Marketing Officer, Diageo Beer Co.



*"The continued economic competitiveness of the United States lies with Latinos."*

**Xavier Gutierrez**  
President & CEO, Arizona Coyotes



*"If this cohort was a country, I would be saying, 'Why aren't you in that country?'"*

**Xavier Gutierrez**  
President & CEO, Arizona Coyotes

## 21ST-CENTURY BUSINESS STRATEGY

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*"I'm most proud of our company for its commitment, money, resources to win with the Latino community. At Diageo, winning with Latinos is our biggest bet, because it is the future of our country."*

**Jay Sethi**  
Chief Marketing Officer, Diageo Beer Co.



*"For a brand like ours, we have to reflect the consumers we serve, and we recognize how important Latinos are for the future of our brand."*

**Brian Cornell**  
Board Chairman & CEO, Target



*"With the GDP Report from LDC, you've just brought great voice to what we've known. We read it from end to end because it confirms where we've going as a company."*

**John Donahoe**  
President & CEO, Nike



*"The Latino community is deeply engrained in sneaker culture. They've been a core part of Nike since the beginning."*

**John Donahoe**  
President & CEO, Nike



*"We are all-in and laser-focused on the Latino community ... it's vitally important for our business and any business."*

**Jay Bryson**  
Managing Director & Chief Economist, Wells Fargo



*"At ULTA Beauty we don't win if we don't will with Latinas ... it was an easy priority for me because it drove my business results."*

**Mary Dillon**  
President & CEO, Foot Locker



*"This isn't about being altruistic. It matters to the economy of this country. For the CEOs that don't get it, they'll lose their jobs, but it will get fixed by the Latinas who'll be running those companies in the future."*

**David Kenny**  
CEO, Nielsen



## 21ST CENTURY BUSINESS STRATEGY

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*"Can you imagine planning and running your business and not knowing 20% of your customers?"*

**Ana Valdez**  
President & CEO, Latino Donor Collaborative



*"Diversity is incomplete without Latinos. Boards are incomplete without Latinos."*

**Esther Aguilera**  
President & CEO, Latino Corporate Directors Association



*"Your report gives the numbers, and they say if you want to win as a CEO or a banker, this is the group where the growth and the money is. You're cutting yourself off if you don't have U.S. Latinos on your board, in your C-suite, on your staff, and as your priority customers."*

**Jim Cramer**  
Host of CNBC's Mad Money



*"As Latinas we need one agenda, and our agenda is to create positions of power and change the landscape."*

**Ileana Musa**  
Managing Director, Head of International Banking & Lending Morgan Stanley



*"We want to be the bank of choice for the Latino community. At Merrill Lynch we are bullish on the U.S. Latino market."*

**Andy Sieg**  
President, Merrill Wealth Management @ Bank of America



*"If we're going to be reinventing supply chain, then the future of supply chain must be Latino and Latina."*

**Renato Scaff**  
Chief Operating Officer North America, Accenture



*"Latinos are absolutely critical to our business and our planning. The demographics are undeniable."*

**Burke Magnus**  
President of Programming & Original Content, ESPN



*"It's about making sure your organization reflects the world you live in, and it's about the people you work with."*

**Tony Vinciguerra**  
Chairman & CEO, Sony Pictures Entertainment

## 21ST-CENTURY BUSINESS STRATEGY

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*"It's not okay to not cover the Latino story. The time for excuses has run out. It is very important that all media groups listen up to what's going on with Latinos in America."*

**William Lewis**  
Founder/CEO/Publisher, The News Movement



*"That's why LDC and L'ATTITUDE were formed, to provide the data so that the board rooms and C-suites can actually start making data-based business decisions."*

**David Hayes Bautista**  
Director, Center for the Study of Latino Health & Culture



” *"Hollywood studios are experiencing falling stock prices and would benefit from embracing the still-untapped Latino cohort, which would actually create top-one growth."*

**Ana Valdez**  
President & CEO, Latino Donor Collaborative



*"That GDP Report will be a must-read for every executive in corporate America. It's not just about business, it's about survival for many companies."*

**Mauricio Gutierrez**  
President & CEO, NRG Energy

” *"Our company will be relentless in making sure we embrace our Latino uniqueness."*

**Mauricio Gutierrez**  
President & CEO, NRG Energy

” *"We now have three Latinas on our Board of Directors. Over half of my direct reports are women, 20% of our management staff are Latino, and 120,000 of our team members are Latino."*

**Brian Cornell**  
Board Chairman & CEO, Target



## MAKING CAPITALISM WORK IN THE 21ST CENTURY



*"If you're a Latino business owner, you're 60% less likely to get financing."*

**Victor Arias**  
Trustee, Stanford Latino Entrepreneurship



*"When you see a \$2.8 trillion economy, your eyes should light up. This is a sea of opportunity."*

**Jagdeep Singh Bachher**  
Chief Investment Officer, University of California

” *"We've got to increase access to capital for first-time homebuyers, which will be great for the overall U.S. economy."*

*"Latinos are twice as likely to own a small business, yet qualifying for a mortgage is more difficult for self-employed individuals. That is not lowering the bar in terms of stimulating homeownership and the ability to create wealth."*

**Gary Acosta**  
Co-Founder/CEO, NAHREP & Co-Founder, L'ATTITUDE



” *"By the time we get together next year, we can have an incubator/accelerator structure to make a difference for Latino entrepreneurs."*

**Andy Sieg**  
President, Merrill Wealth Management @ Bank of America

## THE BUSINESS CASE FOR U.S. LATINO VISIBILITY



*"I'm doing my best to promote Latinos in the movies. I'm not interested in making movies for Latinos. I'm interested in making movies with Latinos for the universe."*

**Luis Guzman**  
Actor, Film & Television



*"When I started in music, there was no communication on who a Latino was. I'm so proud of the Father of the Bride movie and how it represents who we are."*

**Emilio Estefan**  
Chairman, Estefan Enterprises



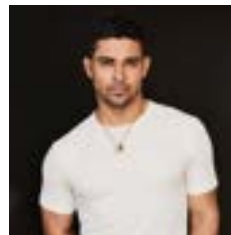
**”** *"I believe that Latinos don't live in a Latin bubble, they live in the world. We produce shows that include Latinos and the entire mix of Americans that make up America."*

**Benjamin Odell**  
CEO, 3Pas Studios



*"Nielsen data shows that when Latinos find a show that represents them, Latinos not only binge on that show but stay with that programmer."*

**Ana Valdez**  
President & CEO,  
Latino Donor Collaborative

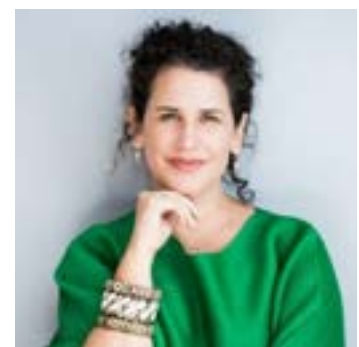


*"There was a demand for our culture to be at the table, so I started to expand my production company's capabilities including as an incubator of new talent."*

**Wilmer Valderrama**  
Producer, Actor, Activist

**”** *"26% of our country's kids are Latino, but only 5% of content created for kids has Latinos. It's high time our kids love who they are, feel seen, and be inspired. That's why I started my company."*

**Susie Jaramillo**  
Co-Founder/President/Chief Creative Officer, Encantos



## THE BUSINESS CASE FOR U.S. LATINO VISIBILITY

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*"For us, you need representation absolutely. It's at the ethos of every game night and every event. It's also critical to have the right staff."*

**Dan Costello**  
EVP/Chief Revenue Officer,  
Phoenix Suns



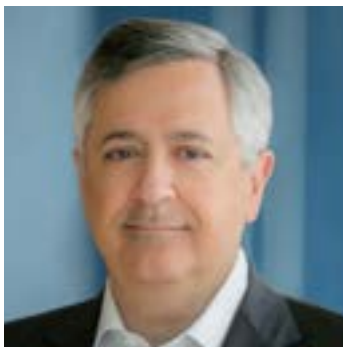
*"Finding talent, finding the best people in the room, you can see all of us in the movies that we've done."*

**Dany Garcia**  
Film Producer, Black Adam



*"For me number one right now is how we show up on screen, not just behind the scenes. In attracting an audience, people need to see people on screen they can identify with."*

**Burke Magnus**  
President of Programming & Original Content, ESPN



*"If you have decision-makers and producers and directors and the like who reflect the society we live in, the content you produce will reflect people like them."*

**Tony Vinciguerra**  
Chairman & CEO, Sony Pictures Entertainment



## LATINA LEADERSHIP

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*"Our mission is to be able to take the millions of dollars of advertising and to be able to put more Latinas, Latinos, people of color on people's screens, and give them more money in the greater economy. "*

**Daniella Pierson**  
Founder/CEO, The Newsette



*"There's this love and heart and care that we as women have. It's in our essence, and, historically, we've had to really show up."*

**Nuria Rivera**  
Founder/CEO, Novation Title Insurance Company



*"You know, I just think for whatever reason Main Street business leaders are just not embracing the multi-ethnic, multidimensional reality of our country. It was easy for me because it drove my business results."*

**Mary Dillon**  
CEO, Footlocker



*"When we talk about the need to be better and make even more progress around this community, it's both because we won't be successful unless we access the best talent and because we need the perspective and the innovation that comes from it."*

**Julie Sweet**  
Chair & CEO, Accenture



*"Outside of the workplace, women continue to do two-thirds of the work, today in 2022, so if we want Latinas to have the capacity to lean in and pursue those roles of power, we need all of you to be in our lives not just professionally but at home. "*

**Ileana Musa**  
Managing Director, Morgan Stanley



## U.S. LATINO GROWTH & DEVELOPMENT

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*"95% of U.S. Latinos in the country who are 18 and under are native-born U.S. citizens .... and 80% of all Latinos living in the U.S. are American citizens. And here's a Wow, there are nearly two times as many Latinos in college in the U.S. as there are Asian-Americans. The point is if you're putting together a commercial targeting college-educated people, it isn't about percentages, it's about actual numbers and this is the cohort."*

**Fidel Vargas**  
CEO, Hispanic Scholarship Fund



*"What we're doing at HSF is investing in mentoring, nurturing, guiding young leaders to not only fill the pipeline, but to make sure that pipeline is strong."*

**Fidel Vargas**  
CEO, Hispanic Scholarship Fund



*"It's really helpful to be from our background as Latinos given our territory's customers. There's been plenty of times that I've been the "only Latino" in the room and I see a big opportunity for us to change that."*

**Pedro Pizarro**  
President/CEO, Edison International



*"We're now going into high schools to make ourselves known and to give these students early experience, early work, and enhance our own inflow of new employees."*

**Steve Lovejoy**  
Chief Supply Chain Officer,  
Signet Jewelers

## PUBLIC POLICY

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*"I'm one of only six Latinos in the U.S. Senate. That parallels the lack of representation on Boards and in C-suites. "*

**Alex Padilla**  
United States Senator

*"Now people are really feeling the impact of our broken immigration system. Inflation is a labor shortage issue. We can do something about that."*

**Alex Padilla**  
United States Senator



*"How do we get more people to have work permits? How do we get immigration to be a positive effort in America so that we can get our economy right? For there to be so much noise out there about immigration and about lack of workers, it stumps me that our nation, who should be looking first and foremost about its economy and well-being, is being so shallow-minded on so many fronts about this."*

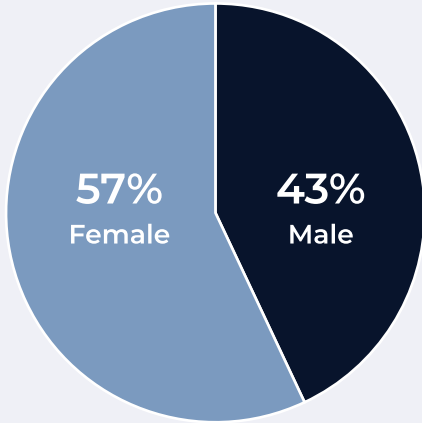
**Al Cárdenas**  
Lawyer



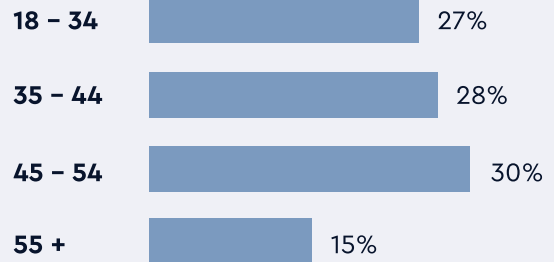
*"We are only 1% of all elected officials in this country. We can't have a democracy if 62 million people are sitting in only one chair."*

**Luis Miranda**  
Board Member, Latino Victory Fund

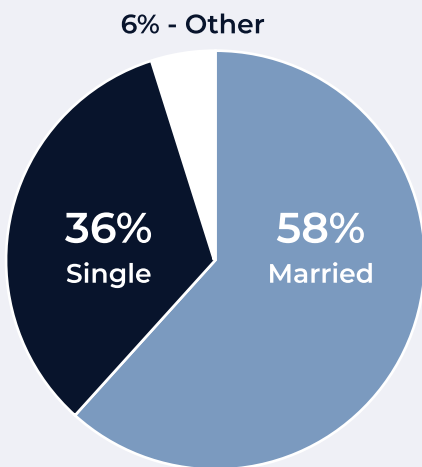
## L'ATTITUDE ATTENDEES PROFILE



**GENDER**



**AGE**



### MARITAL STATUS

An average of one child at home

### HOUSEHOLD INCOME

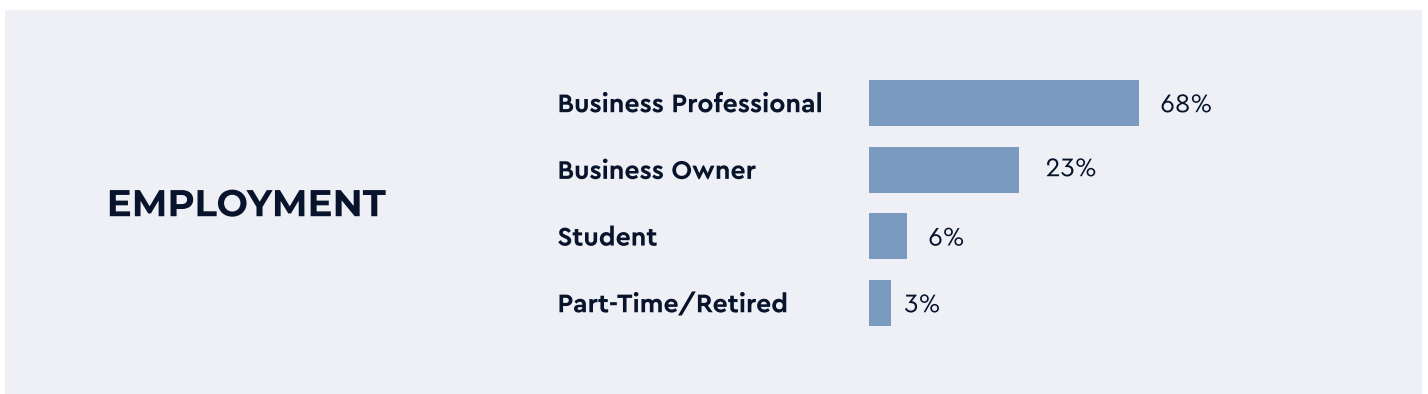
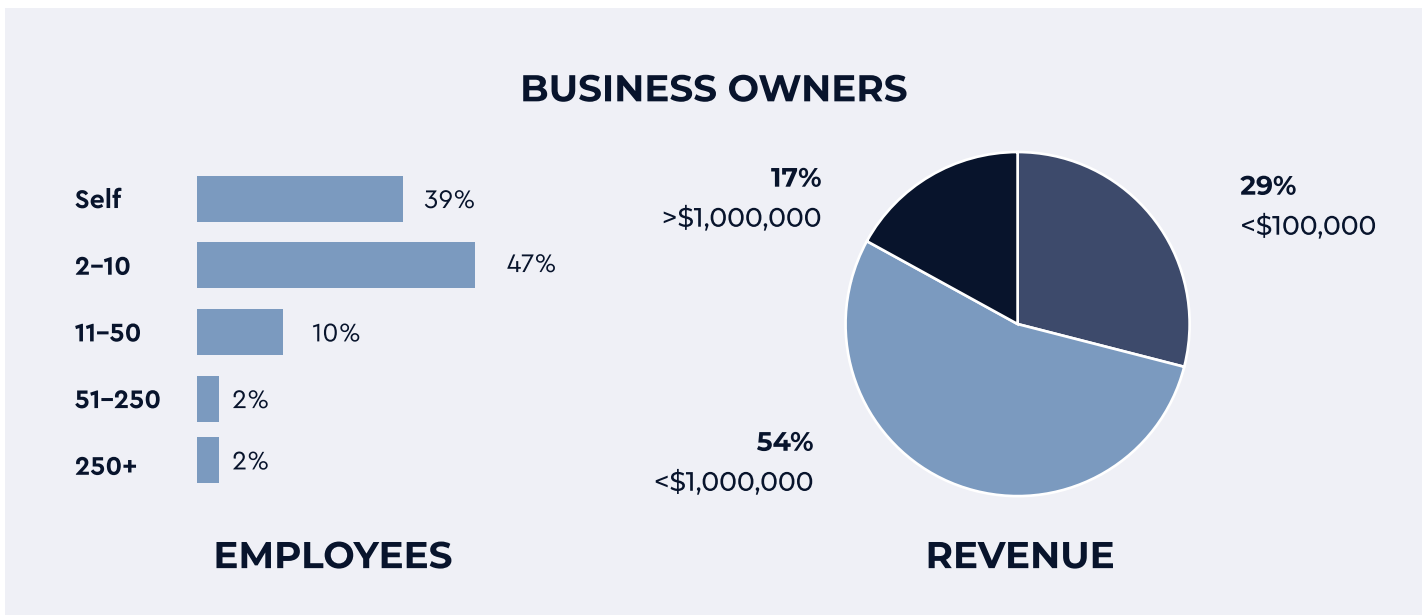
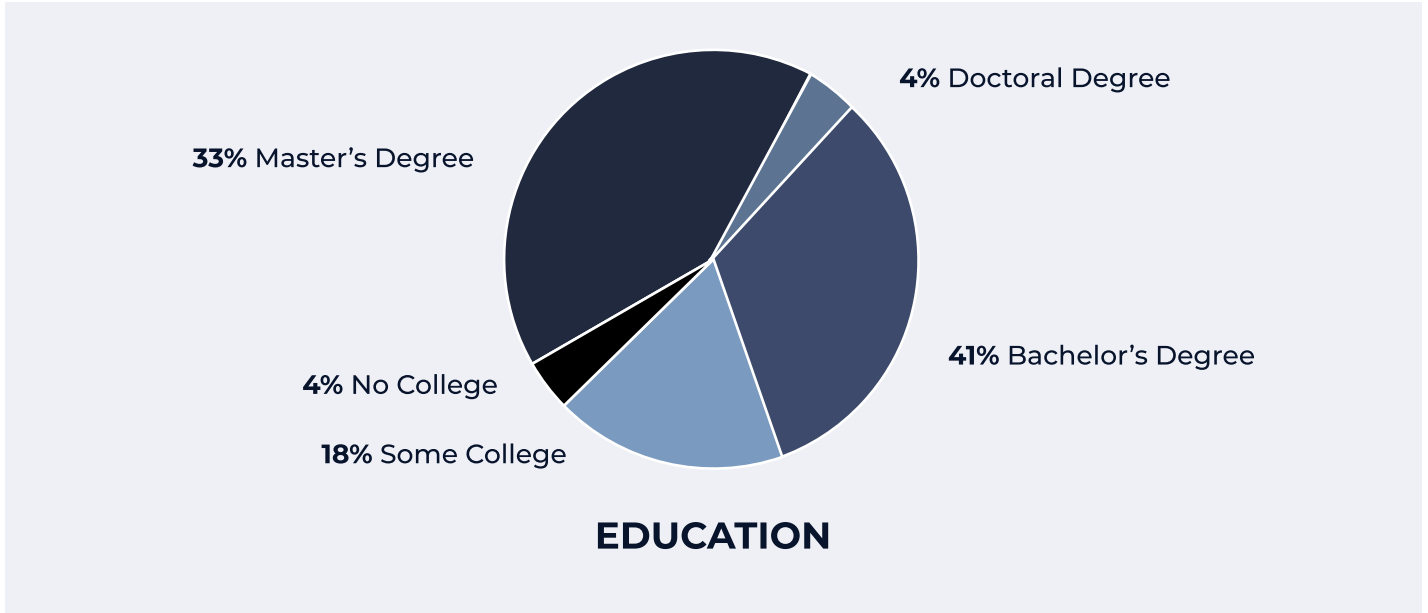
42% have hh of income **\$100,000 - \$249,999**

36% have hh of income **\$250,000 - \$999,999**

3% have hh of income **\$1,000,000 +**

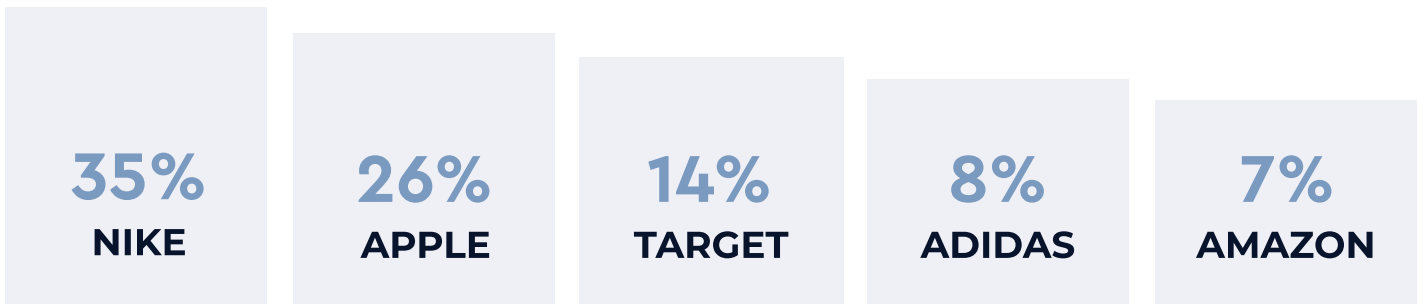
19% have hh of income **>\$100,000**

## L'ATTITUDE ATTENDEES PROFILE



## FAVORITE BRANDS

When asked to name their top-5 favorite brands, the five most named were:



## L'ATTITUDE 2023 MOVES TO MIAMI

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L'ATTITUDE 2023 is scheduled for September 27 – 30 in Miami, Florida. We expect our audience of nearly 7,000 people this year to grow even larger. Our event will be hosted at the Fontainebleau Miami Beach.



## L'ATTITUDE TEAM



The four partners of L'ATTITUDE: Co-Founder Gary Acosta, Partner Emilio Estefan, Partner Oscar Munoz, and Co-Founder Sol Trujillo.



L'ATTITUDE Executive Team: Co-Founder Gary Acosta, Partner Emilio Estefan, Chief Marketing Officer Andrea Trujillo, and Co-Founder Sol Trujillo.



L'ATTITUDE Co-Founders: Gary Acosta and Sol Trujillo.



L'ATTITUDE Partners: Oscar Muñoz and Gary Acosta.



L'ATTITUDE Co-Founders: Gary Acosta and Sol Trujillo with Partner Emilio Estefan.



## ADDITIONAL L'ATTITUDE 2022 RESOURCES

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Learn more about L'ATTITUDE 2022



**WATCH THE  
L'ATTITUDE 2022  
RECAP HERE:**

[https://lattice.net/  
past-events/#757750933](https://lattice.net/past-events/#757750933)

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**THANK YOU**

**#L'ATTITUDEISEVERYTHING**