

L'ATTITUDE 

**ANNUAL REPORT**

————— 2023 —————

# LETTER FROM THE PARTNERS

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One thing we know about everyone who was at L'ATTITUDE 2023 is that they have been telling their friends and peers, "You should have been there!"

It was an exciting, enriching, compelling, and valuable four days for everyone who joined us in Miami. Once again L'ATTITUDE brought together an extraordinary convergence of visionaries, business leaders, tech founders, and experts from diverse fields to showcase the incredible economic engine that is the U.S. Latino community in the New Mainstream Economy.

We want to say a special thank you to this year's lead sponsor of L'ATTITUDE, Wells Fargo & Company. Charlie Scharf, CEO and President of Wells Fargo, explained why

the U.S. Latino economic engine is so important to every company, which many other CEOs also echoed during the four days in Miami, "We can't be successful if we are not serving the Hispanic community." He also restated his commitment to assuring Latino talent at the highest levels of his company, another important theme during L'ATTITUDE 2023.

We gained new insights from visionary CEOs who are growing many of our country's leading companies. Panels of experts discussed the challenges we face and identified solutions. New relationships were built that will strengthen our supply chain. Deals were done. And companies, both large and small, leveraged the L'ATTITUDE platform to host clients, and enhance partnerships and investments. We enjoyed world-class entertainment, experienced lots of laughs, and even shed some tears of both joy and compassion.

The highlights are many. We heard from Priscilla Almodovar, the first U.S. Latina CEO of a Fortune 50 company, and we were all motivated and excited to see her in a Fireside Chat on stage at L'ATTITUDE. We witnessed Arizona State University becoming the first major university to endow a business school chair named for a U.S. Latino, the beloved Dr. Loui Olivas PhD. We cheered as L'ATTITUDE VENTURES invested millions of growth capital in Latino and Latina entrepreneurs participating in the Match-Up event whose new technologies and business ideas are about to enhance our lives. We were inspired by Latinas who are changing the game across American business and even across the world. We celebrated the accelerating growth of Latino wealth in the U.S.; learned about Hollywood and the media from John Leguizamo's experiences, including his hit series on MSNBC, Leguizamo Takes America. We also heard Xolo Mariduená's Hollywood stories and were thrilled to hear about his latest role in Blue Beetle.

In a main stage conversation with Gary Acosta, Oscar De La Hoya talked about staying disciplined in business, supporting education, and his belief in always giving back. "The more success you have, the more you should be giving back." NBA legends Manu Ginobili, Fabricio Raúl Jesús Oberto, and Pepe Sanchez shared insights about winning Olympic Gold and their NBA careers. We were inspired by philanthropists such as Fat Joe who has worked tirelessly with Latino youth, and we witnessed a clear real-time example of AI technology brought to life, and how it will change our lives. And that's just the beginning.

## LETTER FROM THE PARTNERS

One of the hallmarks of L'ATTITUDE is that here is where true leaders demonstrate actions taken, not just speak the words, including the leaders of our country's largest banking institutions. Brian Moynihan, the CEO of Bank of America, talked about his bank's commitment to the U.S. Latino cohort as their growth cohort, and also being the first to invest in L'ATTITUDE VENTURES. In addition, he did a compelling interview on Telemundo.

Another example of the commitment to getting capital flowing to our country's growth cohort was Daniel Pinto, President and COO of JPMorgan Chase, who as a company put their money where their mouth is by becoming the largest investor in L'ATTITUDE VENTURES in the past year.

Julie Sweet, Chair & CEO of Accenture, the largest IT consulting company in the world, noted, "We're incredibly fortunate as a country to have this cohort. We advise our clients to understand both the market opportunity and the talent opportunity."

Anyone who was at L'ATTITUDE 2023 learned the U.S. Latino cohort is generating \$3.2 trillion in GDP, is growing its economic output at a pace that makes it the third fastest growing economy in the world, and today accounts for nearly one-quarter of our country's entire GDP growth.

New this year was our introduction of the Economics of Fashion. Willy Chavarria, Founder & Creative Director of Willy Chavarria, had everyone cheering when he told us, "We launched Big Willy last week and it sold out in four days." His couture line was the focus of a discussion about representation in the industry, and we also celebrated him closing out Fashion Week, not just once, but two years in a row.

We learned an example of the results of putting Latinos and Latinas on screen when Cesar Conde, Chairman of NBCUniversal News Group, said, "We now have more Latino news anchors than any other news organization. We're now the most watched leading news platform in the country."

When the NIKE La Familia shoe line went on sale, it sold out online in 30 seconds, and was modeled at the L'ATTITUDE Gala by partners Sol Trujillo, Gary Acosta, and Oscar Munoz.

When we talked with financial and investment leaders about the huge economic impact that could be made by Latina and Latino entrepreneurs if they became a focus of the investment community modeling L'ATTITUDE VENTURES, John Moore, Managing Director at Morgan Stanley, advised, "We need more funds like L'ATTITUDE VENTURES. Multiply, multiply, multiply is the way forward."

At L'ATTITUDE 2023 we heard the former Governor of Arkansas and 2024 presidential candidate, Asa Hutchinson say, "If anyone can keep the American dream alive, it is the Latino community." He also noted, "If we're going to continue our economic growth, we're going to have to utilize immigrants."

Also in our look at politics, Maria Teresa Kumar, CEO of Voto Latino, reminded us that, "The 2022 class of Congress now has as many Garcias as it does Smiths."

Daryl Simm, President and COO of Omnicrom Group, summed up in just eight words the key message of what L'ATTITUDE is working to deliver when he said, "This cohort is the locomotive of this country."

As those who attended L'ATTITUDE learned, U.S. Latinos are leading the sales growth in just about every retail category. Our rate of enrollment in college has surpassed all other cohorts. We buy a third of all movie tickets. We're leading the growth of professional sports viewership and attendance. Our music is growing faster than any other genre both here and across the world.

## LETTER FROM THE PARTNERS

We strive for L'ATTITUDE to be the facts, data, and ideas resource that helps business and political leaders across our country recognize the talent, the entrepreneurial drive, the leadership, and the proven economic power that can help assure the growth of our country's New Mainstream Economy for the rest of the 21st century.

This Annual Report is how we can share at least some of the key data, learnings, and insights from L'ATTITUDE 2023, so everyone who reads it can better understand what the U.S. Latino cohort means for them, and for all of us. Inside, you will find a summary of key reports released at L'ATTITUDE, insightful quotes from many of our participants, a recount of our special events, and other highlights in both words and pictures.

We look forward to seeing you September 12–15, 2024, oceanside in sunny San Diego! You can be sure it will be even bigger as we continue to expand our discussions across more sectors of the New Mainstream Economy. This is the biggest New Mainstream Economy business event in the country and whether you are a business owner or a business professional, or a consumer, there is no question you should be there, or stated differently, we invite you to be there.



**Sol Trujillo**

Co-Founder



**Gary Acosta**

Co-Founder



**Emilio Estefan**

Partner



**Oscar Munoz**

Partner

# 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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LEAD PREMIER SPONSOR



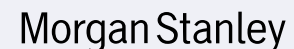
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NEW MAINSTREAM SPONSORS



# MEDIA PARTNERS

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## THE L'ATTITUDE FOCUS: THE NEW MAINSTREAM ECONOMY IN 21ST CENTURY AMERICA

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L'ATTITUDE is the largest event of its kind in the country, where Latinos and Latinas are celebrated, capital starts flowing to where the growth is, where deals get done, and words turn into action.

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### CAPITAL

It is imperative that capital starts flowing to where the growth is in our country, which is the U.S. Latino cohort, currently the most under-capitalized cohort even though it accounts for nearly eighty percent of all net new businesses. L'ATTITUDE is focused on engaging more and more American in the capitalist system in the 21st century so that capitalism can work for everyone and allow our nation to maintain its world economic leadership.

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### DEALS

L'ATTITUDE is a place where powerful connections are made. We are a marketplace where new partnerships are formed, creative projects are launched, supply chain matchmaking occurs, and where announcements are made that can stimulate new collaborations and investments.

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### ACTIONS

The conversations at L'ATTITUDE are the first step in catalyzing our country's growth potential. However, words alone are not the answer. That is why L'ATTITUDE is also the platform for defining the actions that need to be taken, and celebrating the actions that many leaders have already implemented to drive New Mainstream Economy growth.

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THE NEW MAINSTREAM ECONOMY





# LDC U.S. LATINO GDP REPORT

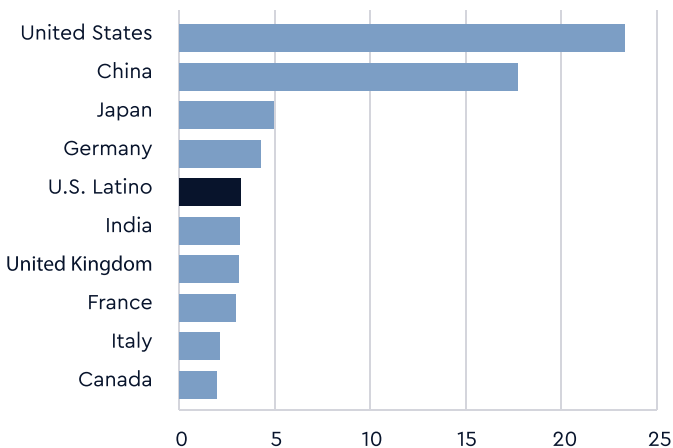
## U.S. LATINOS ARE AN ECONOMIC GROWTH ENGINE FOR AMERICA

The U.S. Latino cohort continues to disproportionately contribute to our country's economy in various capacities as consumers, producers, and business leaders. This influence stretches both domestically and internationally. The Latino Donor Collaborative has been producing their groundbreaking annual LDC U.S. Latino GDP Report since 2017, focusing on the role played by this growing demographic as an engine for our country's economic growth.



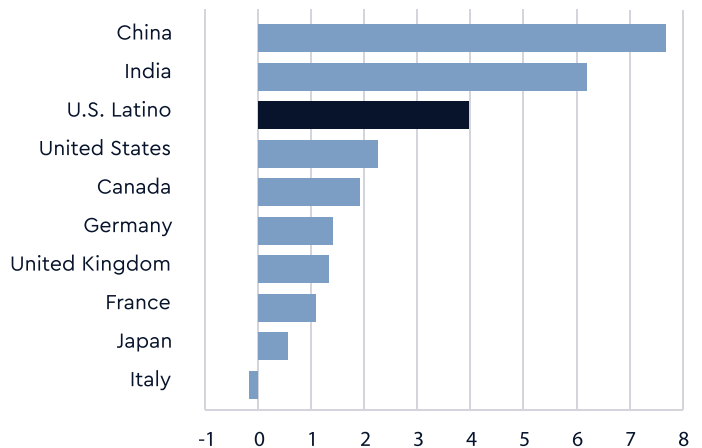
This year's report—the sixth annual LDC U.S. Latino GDP Report—also studies the unique role the U.S. Latino community plays as producer of goods and services. Through the LDC's new partnership with Arizona State University (ASU), this year's report expanded the scope of analysis: deepening an understanding of state Latino economies, identifying rapidly emerging Latino markets, and preparing businesses to better understand their customer value.

### U.S. Latino GDP on the World Stage



A. The world's leading economies in 2021 compared to the U.S. Latino GDP as estimated from expenditures made "by and on behalf" of members of this demographic. Figures correspond to trillions of current U.S. dollars.

### U.S. Latino GDP Growth is World's Third Fastest



B. Real, annualized percent GDP growth among the world's leading economies between 2011 and 2021 compared to the growth in the U.S. Latino GDP as measured from expenditures made "by and on behalf" of members of this demographic. Figures correspond to chained growth rates.

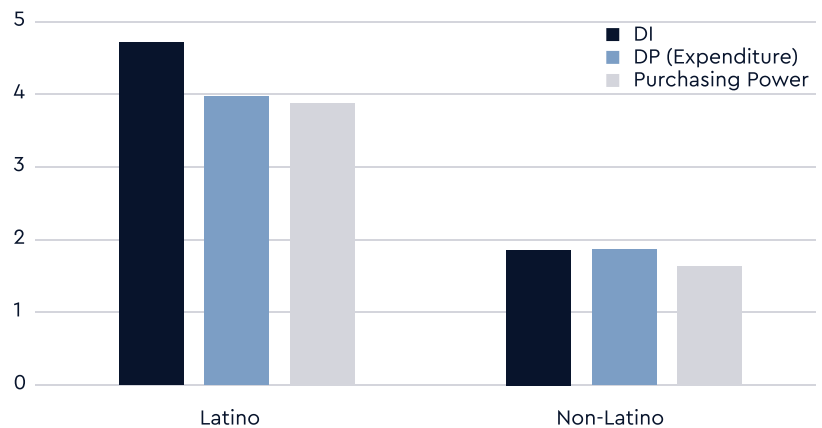


Last year's LDC U.S. Latino GDP Report reflected a U.S. Latino economy valued at \$2.8 trillion in GDP. This year's report shows the U.S. Latino economy has continued its remarkable growth and is now a \$3.2 trillion economy, ranking as the world's 5th largest economy. It is growing two and a half times faster than the non-Latino equivalent in the U.S. and is the third fastest growing economy in the world, trailing only China and India.

Latinos' economic influence continues to expand rapidly. From 2011 to 2021, their income grew at an annualized rate of 4.7% compared to 1.9% for non-Latinos, purchases made "by and on behalf of Latinos" grew at 4% (vs 1.9% for non-Latinos), and Latino purchasing power did so at 3.9% (vs 1.6% for non-Latinos), highlighting this community's significant role in propelling the U.S. economy forward.

**U.S. Latinos are our country's leader in Gross Domestic Income, Gross Domestic Product, and Purchasing Power.**

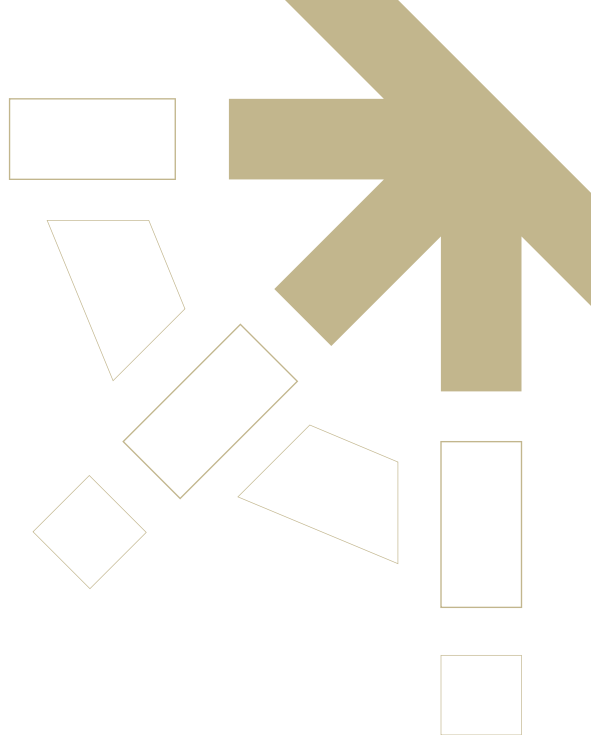
During the presentation of this report to a national media audience, **Sol Trujillo, the Co-Founder and Chairman of the Board of the Latino Donor Collaborative**, confirmed the impact of the U.S. Latino cohort on our country's New Mainstream Economy.



B. Real annual growth rates. Figures correspond to percentage growth between 2011 and 2021.

*"Without question, the U.S. Latino economy is a force to be reckoned with, driven by robust GDP growth, significant population growth, the strongest workforce participation rate, and increased educational attainment. It is imperative that we now invest in the future of our country by investing in U.S. Latinos. This is not about diversity and inclusion. This is just business. It is time to act if we want our country to sustain our global economic leadership. The fact is that leveraging our unique and powerful U.S. Latino opportunity will benefit every American, today and for decades to come, assuming we all seek sustained economic growth. This cohort is a unique, competitive advantage versus virtually all other major economies in the world. I believe this latest 2023 LDC U.S. Latino GDP Report confirms that investing in the U.S. Latino cohort is investing in America."*





## 2023 STATE OF HISPANIC WEALTH REPORT

### HISPANIC WEALTH PROJECT REPORTS HISPANIC WEALTH TRIPLED SINCE 2013

The Hispanic Wealth Project was established in 2014 to financially and educationally empower the Hispanic community in America. At its founding, the HWP set the goal of tripling Hispanic household wealth by 2024, and, as reported at L'ATTITUDE, we are quickly nearing that target. "Despite incredibly challenging environments which included the Great Recession and COVID-19, Hispanic wealth has exploded at a pace never seen before. There is still a substantial wealth gap, but the gap is closing and the primary key indicators are positive and are expected to continue," said Sara Rodriguez, Chairperson of the Hispanic Wealth Project.

To guide progress towards the objective of tripling Hispanic household wealth, the HWP established three component goals: achieving a Hispanic homeownership rate of 50 percent or greater, increasing the number of Hispanic-owned employer businesses to 400,000 or greater, and raising the percentage of Hispanics who own retirement accounts to 37 percent or greater. These component goals correspond to three pillars of wealth: homeownership, business ownership, and financial assets.

Age is highly consequential to wealth; as individuals age, earnings rise and assets have more time to appreciate. Education is also highly correlated with income; in 2019, Latinos with a college degree had a median income 79.5 percent greater than that of those without. In addition, education is important to wealth as it provides exposure to wealth building principles, including a better understanding of homeownership, business ownership, and financial assets. Home equity has always been the primary source of wealth for American families, and the correlation between homeownership and net worth is staggering: Latinos who own a home have a median net worth that is, on average, 27.4 times that of renters. The connection between homeownership and wealth is especially consequential for Latinos, who hold 54.1 percent of their total wealth in real estate.

The Urban Institute estimates that 70 percent of homeownership growth in America over the next 20 years will come from Hispanic homebuyers. However, the current housing inventory and affordability crisis has created substantial barriers to homeownership. Concrete steps can be taken to increase Hispanic homeownership, including improving access to mortgage credit, increasing housing inventory and improving Hispanic participation in the real estate and mortgage industries.




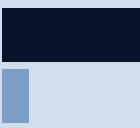


Business ownership is another significant driver of wealth. Latinos are starting businesses at almost twice the rate of their non-Hispanic white counterparts, and Latino-owned employer firms are growing their revenue and number of employees more quickly. There are now more than 375,000 Latino-owned employer businesses in the U.S. Self-employed Hispanic households have, on average, 5 times the median net worth of households that are employed by others.

Diversification of assets is critical to wealth building, and in addition to non-financial assets like home and business equity, financial assets are also highly correlated with net worth. Latino families who own non-cash financial assets, such as stocks, bonds, and retirement accounts, have a median net worth that is, on average, 10.6 times that of families who do not.

The data presented in this report attest to the importance of three pillars – homeownership, business ownership, and financial assets – for building wealth. Each of these assets appreciates over time, thereby driving the accumulation of wealth. There are also important relationships between homeownership, business ownership, and financial assets, and money invested in non-cash assets has the potential to appreciate far more rapidly than that held as cash. Understanding each pillar and implementing recommendations formulated on the basis of this knowledge will accelerate wealth building in the Latino community.

## DRIVERS OF WEALTH

### The Multiplier Effect: Impact of HWP Pillars on Median net Worth of Latinos

	LATINO NET WORTH	NET WORTH MULTIPLIER
 <b>HOME-OWNERSHIP</b>	 <p><b>HOMEOWNER</b> \$169,940</p> <p><b>RENTER</b> \$6,209</p>	<b>27.4X</b>
 <b>BUSINESS OWNERSHIP</b>	 <p><b>SELF-EMPLOYED</b> \$174,920</p> <p><b>W2 WORKER</b> \$34,910</p>	<b>5.0X</b>
 <b>FINANCIAL ASSETS</b>	 <p><b>INVEST IN NON-CASH FINANCIAL ASSETS</b> \$122,800</p> <p><b>DO NOT INVEST IN NON-CASH FINANCIAL ASSETS</b> \$11,550</p>	<b>10.6X</b>

Source: Federal Reserve, Survey Of Consumer Finances (2019 Inflation-adjusted Dollars Analyzed In Partnership With Polygon Research).

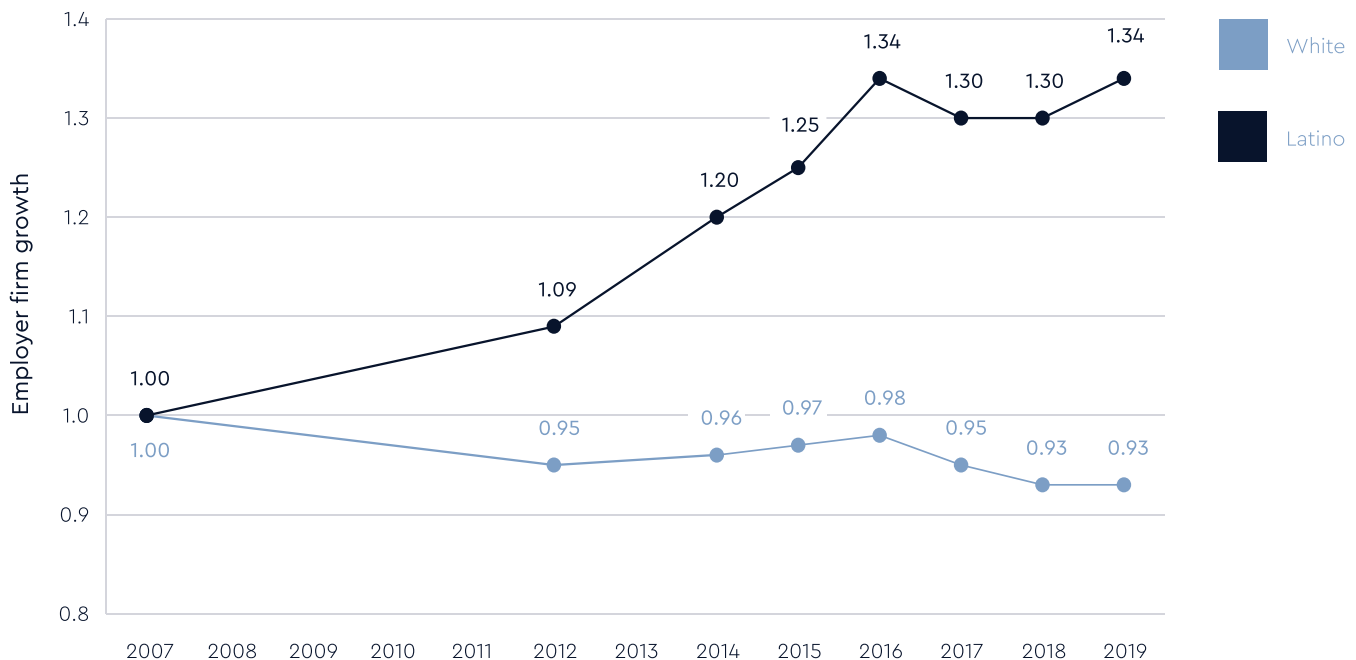
# STATE OF LATINO ENTREPRENEURSHIP REPORT

## LATINO-OWNED BUSINESSES LEAD BUSINESS GROWTH RATES IN THE U.S.

The Stanford Graduate School of Business, in collaboration with the Latino Business Action Network, released their eighth annual State of Latino Entrepreneurship Report at L'ATTITUDE. This year their survey was administered nationally to more than 10,000 U.S. business owners, collecting data from Latino-owned businesses, the fastest growing segment of the U.S. business population.

The report focused on employer businesses with at least one employee other than the owner. Their analysis shows that U.S. Latinos continue to strengthen the American economy by creating employer businesses at a faster rate than White-Owned Businesses (WOB). From 2007 to 2019, the number of LOBs grew by 34% while the number of WOBs dropped by 7%. LOBs also outpaced WOBs in revenue growth during the same period and their annual payroll grew over twice as fast. During the pandemic (2019–2022), the median growth rate in revenue for LOBs was 25% and 9% for WOBs, and the median three-year compound annual growth rate (CAGR) for LOBs was 7% and 3% for WOBs.

### Employer Firm Growth



Although LOBs were more negatively impacted by COVID-19 than WOBs in 2020 and 2021, LOBs are now more likely than WOBs to say their businesses have recovered and are doing better than before the pandemic. The growing recovery comes along with a wider set of customers as LOBs are doing more business with governments, corporations, and nonprofits than in the past two years.

The report also highlights some of the most pressing challenges and opportunities that LOBs face. These include Latino-owned businesses receiving substantially smaller contracts that take longer to secure from corporations and governments than White-owned businesses; Latino-owned businesses seeking loans from national banks have stronger business metrics than White-owned businesses, yet have lower approval rates for loans over \$50,000.

**Isabella Casillas Guzman, Administrator of the U.S. Small Business Administration**, appeared on the L'ATTITUDE main stage in a Fireside Chat with Gary Acosta, L'ATTITUDE Co-Founder. She told the audience, *"We've been investing in America. Latinos create nearly all jobs in small firms in this country.*

*We need to continue to drive small value loans from the SBA. It's about creating opportunity to grow."*



# 2023 SHPE-LDC U.S. LATINOS IN ENGINEERING AND TECH REPORT

## U.S. LATINO PARTICIPATION IN ENGINEERING AND TECH SHOWS SIGNIFICANT GROWTH

Breaking Barriers, Building Futures was the theme of the 2023 SHPE-LDC U.S. Latinos in Engineering and Tech Report released at L'ATTITUDE. In collaboration with the Society of Hispanic Professional Engineers (SHPE), which is the largest association in the U.S. for Hispanics in STEM, the Latino Donor Collaborative introduced this report, which holds immense significance for the future of engineering and technology in the United States.

Latino participation in the engineering and technology fields is not merely a matter of diversity and inclusion; it is a vital component of maintaining our nation's global competitiveness and technological advancement. As the report reveals, by nurturing and encouraging young Latinos, who constitute a substantial 25% of young people in the U.S., to pursue STEM education, we are on the path to eliminating concerns of talent shortages in these critical sectors.

The 2023 SHPE-LDC U.S. Latinos in Engineering and Technology Report unveils several noteworthy insights:

- From 2010 to 2021, there has been a remarkable 73.6% increase in U.S. Latinos' enrollment in undergraduate engineering programs. The future holds promise, with projections of 10.9 million job openings in STEM fields by 2031.
- While U.S. Latinos currently constitute 9.4% of the engineering workforce, their presence in undergraduate engineering education has surged to 15.8%. This is not only significant due to the percentage growth but also because of the overall increase in enrollment. In essence, the pie has grown larger, and Latino participation has grown significantly within that expanded sphere.
- U.S. Latinos, representing 19.1% of the U.S. workforce, were responsible for a remarkable 73% of the growth in U.S. labor force participation between 2010 and 2020, surpassing all other major population groups.

### Undergraduate Engineering Students Enrollment Rate by Race/Ethnicity

	Race/Ethnicity	Rate of Change from 2010 to 2021	
Percentage Enrollment	Hispanic	73.6%	Increase
	Black or African American	-8.5%	Decrease
	Asian or Asian American	35.3%	Increase
	White	-19.7%	Decrease
	Other	138.1%	Increase
	Unknown	-4.4%	Decrease

In presenting the Report, the LDC urged all organizations, academic institutions, research organizations, and employers in the engineering and technology fields to utilize the report as a benchmark, and to develop strategies to harness the potential of the Latino cohort, thus assuring the United States continues its leadership in engineering and technology.

# 2023 LDC U.S. LATINOS IN MEDIA REPORT

## THE ABSENCE OF U.S. LATINO REPRESENTATION, BOTH ON- AND OFF-CAMERA, IS LEADING TO LOWER MEDIA REVENUE

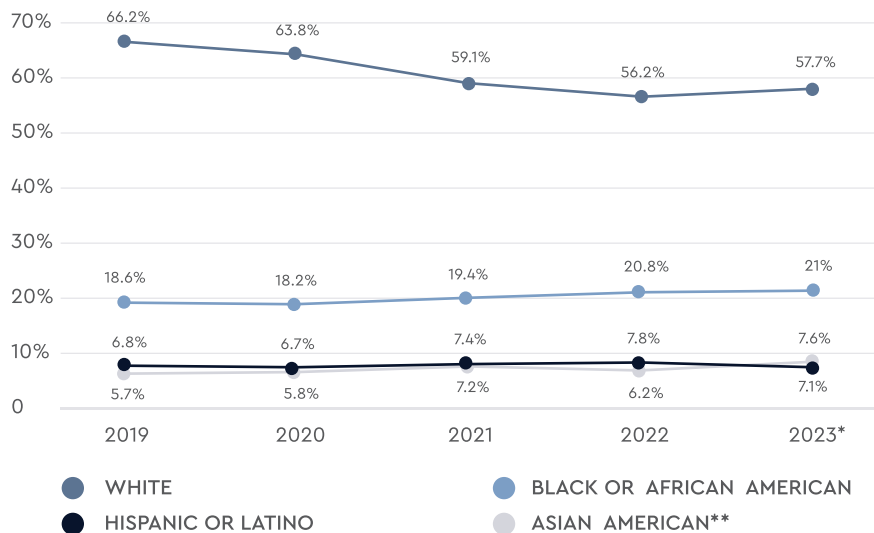
The 2023 LDC U.S. Latinos in Media Report is a detailed census of the convergence of the U.S. Latino cohort, its cultural influence, its massive economic growth, and how U.S. Latinos are driving robust changes in multiple industries, except for one... media.

U.S. Latinos now constitute 20% of our nation's population and 25% of young people in the United States. Their economic clout is undeniable as they contribute a staggering \$3.2 trillion to the U.S. GDP annually. This cohort is not only prospering and driving U.S. growth, but they are also going to do so for a long time to come, as their most common age is 14 while the most common age of a non-Latino in America is 60.

At this pivotal juncture in their lives, many are shaping their content preferences and, by extension, are and will influence the evolving media and the future entertainment landscape. However, the latest LDC U.S. Latinos in Media Report starkly underscores an alarming and persistent lack of Latino representation in television shows and films.

The comprehensive report presented annually at L'ATTITUDE, has tracked developments since 2018. It reflects a lack of progress in U.S. Latino representation in television shows and films over the past six years, creating a significant blind spot within the industry's strategic landscape. These disparities again stand in stark contrast to the undeniable economic clout of the U.S. Latino cohort, prompting vital inquiries into the industry's strategic objectives.

### Diversity Within the Entertainment Industry in the Last Six Years According to Nielsen



**THE MEDIA INDUSTRY IS MISSING AN OPPORTUNITY FOR TOP-LINE GROWTH BY IGNORING AND EXCLUDING LATINOS**

\*Data in 2023 are from January to July.

\*\*Asian American does not include middle eastern or north African.

American Indian and Alaska Native (1.3%) and Native Hawaiian and other Pacific Islander (0.3%) are not included in this graph (U.S. population).



## 2023 LDC U.S. LATINOS IN MEDIA REPORT

Even though this report shines a glaring spotlight on the lack of U.S. Latino inclusion, an equally important emphasis should be on how the media industry, which is trying to cut costs and grow its audience, continues to ignore a cohort that is nothing but growth. U.S. Latinos have been called America's Super Streamers. Yet, as an example, they are not being represented across streaming shows.



### Ana Valdez, President and CEO of the Latino Donor

**Collaborative** that produced this report, made an important note about the additional cost of the invisibility of Latinos and Latinas across media and entertainment. *"The result of our under-representation in media is when a Latina or Latino applies for a job, applies for college, seeks a loan, or whatever, they are part of an invisible cohort."*

NETWORKS	TOTAL SHOWS		LATINO LEADS		LATINO CO-LEADS		LATINO SHOW RUNNERS		LATINO DIRECTORS	
	2022	2023	2022	2023	2022	2023	2022	2023	2022	2023
APPLE TV	44	45	2.3%	0.0%	2.3%	2.2%	4.5%	2.2%	2.3%	0.9%
DISCOVERY+	43	151	2.3%	2.0%	0.6%	2.8%	0.0%	0.7%	0.0%	0.0%
DISNEY+	18	30	11.1%	6.7%	1.4%	1.7%	0.0%	3.3%	0.0%	4.0%
MAX	52	50	9.6%	2.0%	4.8%	2.0%	11.5%	0.0%	4.4%	1.0%
HULU	37	49	8.1%	4.1%	4.7%	7.7%	5.4%	4.1%	3.2%	0.4%
NETFLIX	124	113	1.6%	4.4%	3.0%	8.4%	0.0%	1.8%	0.7%	4.0%
PARAMOUNT+	30	41	0.0%	4.9%	1.7%	6.7%	0.0%	0.0%	5.7%	1.5%
PEACOCK	36	22	8.3%	9.1%	2.8%	8.0%	0.0%	4.5%	0.6%	2.7%
PRIME VIDEO	27	25	3.7%	4.0%	2.8%	16.0%	0.0%	8.0%	1.9%	7.2%
TOTAL	411	526	4.4%	3.4%	2.9%	5.4%	2.4%	1.9%	1.9%	1.9%

The report was presented in hopes it will help leaders realize that Latino talent and content sell, and that Latinos will continue leaving traditional platforms if they don't see themselves in them. The dramatic conclusion to the full report is that the U.S. Latino cohort is a solution to the current challenges the industry is experiencing.

# 2023 LATINO BOARD MONITOR

## U.S. LATINOS ARE THE MOST UNDER-REPRESENTED COHORT IN CORPORATE BOARDROOMS

The Latino Corporate Directors Association unveiled their *2023 Latino Board Monitor Report* at L'ATTITUDE. Their tracking of Latino board representation among America's Fortune 1000 companies continues to demonstrate a disheartening reality, which is the dramatic underrepresentation of Latinos on corporate boards. The data in their report reveals consistent trends over the past decade:

- Despite being the second-largest population group, with a total of 62.5 million Americans and a consumer force of \$3.4 trillion, Latinos remain the least represented on corporate boards by any measure.
- The representation gap for Latinos, compared to White, Black, and Asian/Pacific Islander (AAPI) individuals, is strikingly wide.
- Latinas confront the most profound underrepresentation in the Fortune 500, establishing this demographic as the most marginalized among all genders and significant ethnic groups.



There has been some progress, although minimal, based on results observed in 2023:

- A decade ago, Fortune 1000 companies saw a stark lack of Latino directors, with nearly 9 out of 10 not having Latino representation. Today, that figure stands at 6 out of 10.
- The representation of companies with 2 or more Latino directors continues to increase.

The New Mainstream Economy in 21st Century America is being powered by U.S. Latino GDP growth, which is the third fastest growing economy on the planet, our country's largest population growth, the strongest workforce participation rate, and the greatest increase in educational attainment. U.S. Latinos must be fully engaged in decision-making in corporate boardrooms and C-Suites to unlock the growth opportunities that can maximize corporate success now and for decades to come.

However, the 2023 Monitor findings unveil the trends that demonstrate that engagement still falls far short of enlightened management.

- Of the available 5,461 Fortune 500 seats and 10,278 Fortune 1000 seats, Latinos represent 293 seats or 5.4% and 505 seats or 4.9%, respectively.
- Fortune 500 and Fortune 1000 representation increased by 1% and 0.8%, respectively, one of the most notable increases for both segments since 2020 and most likely any previous year.

# LATINO REPRESENTATION ON FORTUNE 500 AND FORTUNE 1000 BOARDS

As of July 31, 2023

	2010	2020	2021	2022	2023
<b>Fortune 500</b>	3% (166)	3.7% (196)	4.2% (230)	4.4% (241)	5.4% (293)
<b>Fortune 1000</b>	n/r	3.2% (317)	3.7% (380)	4.1% (416)	4.9% (505)

Source (2010): Deloitte and ABD Missing Pieces Report: The Board Diversity Census of Women and Minorities on Fortune 500 Boards, 7th Edition.

Source (2020, 2021, and 2022): LCDA Latino Board Tracker annual data as of June 30.

Source (2023): LCDA Latino Board Tracker annual data as of July 31 (Fortune 1000 released date was delayed)

The 2023 Monitor shows that 46% of Fortune 100 and 48% of Fortune 250 companies have no Latinos or Latinas on their boards of directors. The report goes on to identify exactly which companies have not realized the value of having U.S. Latinos in the boardroom to help them unlock the proven growth opportunities associated with America's growth cohort. The following list is reprinted from the LCDA 2023 Board Monitor.

## Fortune 250 without Latinos

COMPANY NAME	2023 RANK	COMPANY NAME	2023 RANK	COMPANY NAME	2023 RANK
Amazon	2	Cisco Systems	82	WESCO International	181
Exxon Mobil	3	Allstate	84	Murphy USA	182
Berkshire Hathaway	7	Progressive	88	WestRock	183
Cencora	11	CHS	90	International Paper	184
Costco Wholesale	12	PBF Energy	92	Baker Hughes	185
Cardinal Health	14	United Airlines Holdings Thermo Fisher	96	United States Steel	186
Cigna	15	Scientific	97	NextEra Energy	187
Marathon Petroleum	16	Oracle	101	Targa Resources	188
Phillips 66	17	Nucor	102	Lear	189
JPMorgan Chase	23	Massachusetts Mutual Life Insurance	104	Goodyear Tire & Rubber	191
Kroger	24	Capital One Financial	106	Carrier Global	196
Centene	25	Northrop Grumman	113	Halliburton	197
Walgreens Boots Alliance	27	US Foods Holding	117	ManpowerGroup	202
Dell Technologies	34	Warner Bros. Discovery	118	Whirlpool	203
Citigroup	36	D.R. Horton	120	Aflac	207
UPS	37	Jabil	121	Moderna	211
FedEx	41	Cheniere Energy	122	DTE Energy	212
Energy Transfer	43	CarMax	124	Kinder Morgan	214
Wells Fargo	47	Starbucks	125	Tenet Healthcare	215
Tesla	50	Molina Healthcare	126	Devon Energy	216
General Electric	52	Netflix	129	Exelon	218
Albertsons	53	Danaher	132	Global Partners	220
Goldman Sachs Group	55	Micron Technology	136	Western Digital	221
Sysco	56	Southern	138	Stryker	224
Raytheon Technologies	57	United Natural Foods	139	Kyndryl Holdings	225
Boeing	58	Paccar	140	Kohl's	226
Lockheed Martin	60	Duke Energy	141	Stanley Black & Decker	227
Morgan Stanley	61	Dollar Tree	144	Colgate-Palmolive	228
Intel	62	Penske Automotive Group	147	Adobe	233
TD Synnex	64	AutoNation	151	Block	234
IBM	65	Nvidia	152	Andersons	239
HCA Healthcare	66	Amgen	154	Lam Research	240
Caterpillar	68	Applied Materials	155	Dominion Energy	242
Merck	69	EOG Resources	156	Booking Holdings	243
Enterprise Products Partners	72	C.H. Robinson Worldwide	160	Expeditors Intl. of Washington	245
Plains GP Holdings	74	Rite Aid	161	L3Harris Technologies	246
AIG	76	CDW	166	Live Nation Entertainment	248
Publix Super Markets	78	Advanced Micro Devices	167	DISH Network	249
Deere	81	Charles Schwab	175	DuPont	250
		Mastercard	177		

Date: August 31, 2023 | Sorted by 2023 Fortune Rank

# 2023 LDC-NAHJ U.S. LATINOS IN JOURNALISM REPORT

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## A CALL TO ACTION FOR U.S. NEWS ORGANIZATIONS

A first-of-its-kind report was released at L'ATTITUDE by Latino Donor Collaborative, which was the 2023 LDC-NAHJ U.S. Latinos in Journalism Report, compiled in an LDC collaboration with the National Association of Hispanic Journalists.

In an era where news media plays a pivotal role in shaping societal narratives, this report delves into the current state of Latino representation in American English-language journalism. As the first of its kind, it is intended to serve as a benchmark, offering insights to news organizations seeking to grow and looking for opportunities for competitiveness and market segmentation.

As many news outlets around the country are experiencing market share and revenue challenges, a crucial consideration in today's economic landscape, is the neglect of a segment that represents between 20% and 30% of the potential audience in broadcast, cable, print, and digital news. This report offers valuable data for decision-makers and resource allocators looking for growth.

U.S. Latinos are valuable contributors to the news industry. They are younger than the average American (median age of 29 years vs. 38 years), 84.4% speak English, and they over-index in English media consumption. U.S. Latinos are the second largest cohort in the country and generate a GDP that ranks as the fifth largest economy in the world. Their major contribution to the American economy underlines the need to prioritize their authentic representation.

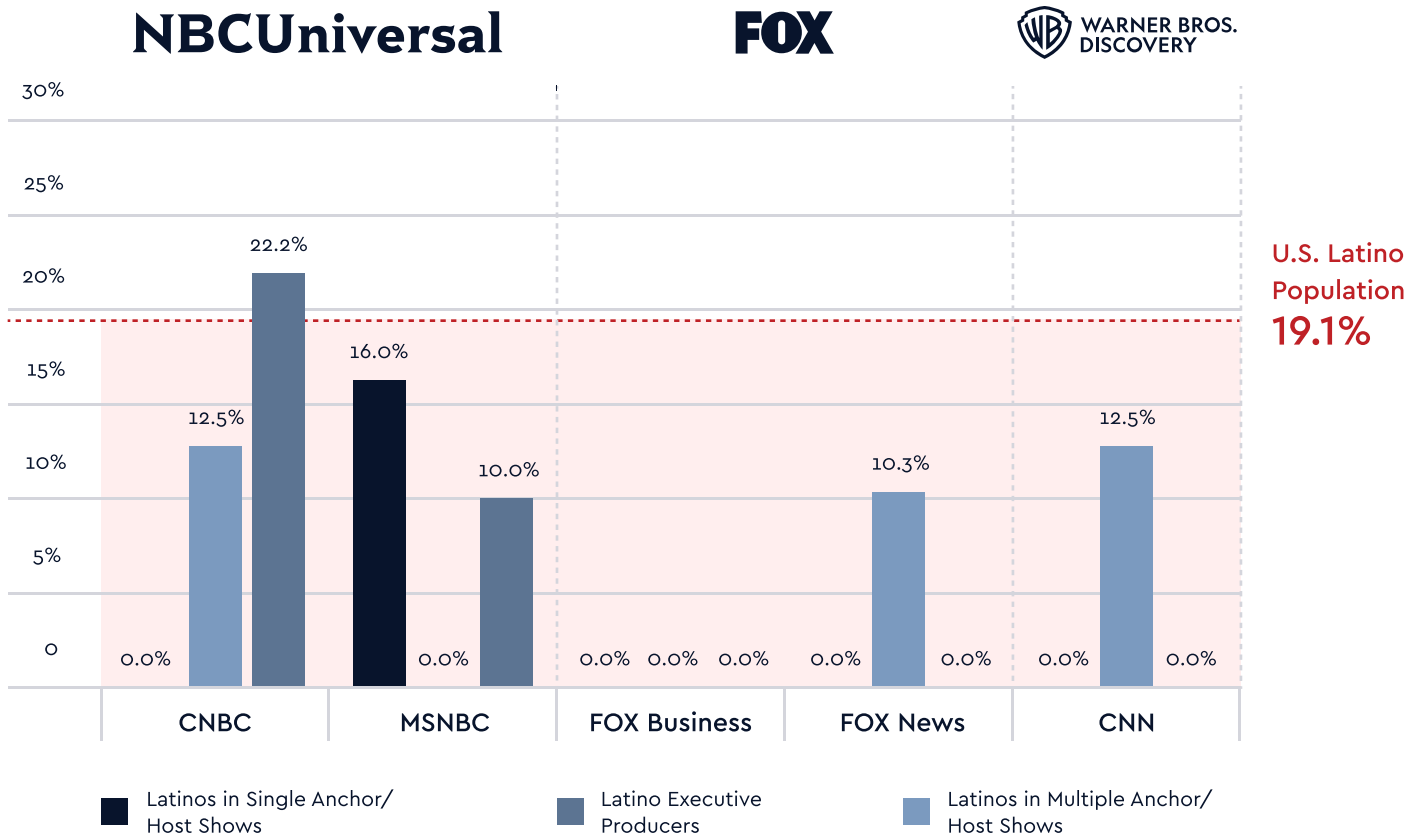
The 2023 LDC-NAHJ U.S. Latinos in Journalism Report focuses on U.S. Latino representation in the American English-language journalism industry. The report reveals alarming gaps in U.S. Latino representation in broadcast news, cable news, print newspapers, and digital news.

Broadcast news suffers from a total underrepresentation of Latino executive producers which has far-reaching effects on decision-making, talent pool, and content selection, leading to the loss of potential business opportunities. There is some representation of Latinos in single-anchor shows and multiple-anchor shows on ABC, CBS, and NBC. PBS and syndicated news programs completely lack Latino representation.

Cable news reinforces the ongoing exclusion of U.S. Latinos. An exception is NBCUniversal, which has elevated Latino representation and a Latino chairman dedicated to diverse group inclusivity, including U.S. Latinos. This approach has yielded remarkable business outcomes. However, data concerning other cable news networks indicates marked deficiencies in U.S. Latino participation, notably Fox Business and HBO, which lack any Latino representation. The absence of U.S. Latinos on cable networks poses a financial risk for them in a competitive landscape.

# PARTICIPATION IN CABLE NEWS SHOWS BY NETWORK

## Latino Participation in Cable News Shows by Network.



Print newspapers also severely lack U.S. Latino representation. Out of 22 newspapers studied, there are zero U.S. Latino presidents, zero Latino publishers, and only three executive editors. Editorial boards exhibit some Latino representation. However, it is important to recognize that some of the top national publications, like The Wall Street Journal, The Washington Post, and the New York Post, have no Latinos on their editorial boards.

Digital news similarly lacks U.S. Latino representation. Among a total of 22 organizations analyzed in this category, only two have Latino presidents, and only five news sites have Latino managing editors. 16 out of the 22 organizations have a complete absence of Latino representation in key positions, such as presidents, CEOs, editors-in-chief, executive editors, and managing editors.

The U.S. Latinos in Journalism Report serves as a call to action for news organizations, encouraging them to use the findings as a catalyst to achieve proportional U.S. Latino representation in leadership roles and, ultimately, seize the financial growth opportunity within the news industry, which is the U.S. Latino market.

# FIRESIDE CHATS INSPIRED AND INFORMED OUR L'ATTITUDE AUDIENCE

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Throughout the four days of L'ATTITUDE, many of the country's most respected CEOs shared their stories of resilience, innovation, and success. And, in the course of their conversations provided powerful insights and motivations for the business owners, business professionals, and college senior business talent filling the room.

**Priscilla Almodovar, CEO of Fannie Mae**, and the highest-ranking Latina CEO in the country, talked about what it's like to be a Unicorn as a Latina CEO. She gave us an insider view of mortgage financing in the U.S. and new perspective of Fannie Mae as the leading source of mortgage financing in the U.S., owning 1 of 4 mortgages in this country.

She told us that 70% of Latinos want to be homeowners, but 20% think it's only a dream. She said, *"My goal as a leader is to work to make sure credit is extended to as many as possible. If there's one thing I'm dedicated to is how do we bring more capital to underserved communities."*



**Isabela Casillas Guzman**, Administrator of the U.S. Small Business Administration, told us about her rise to the top of the agency responsible for a \$500 billion portfolio and the deployment of \$40 billion in funding annually to America's entrepreneurs. She was pleased to announce, *"We now have 1.5 times the number of loans to Latinos since 2020, and we've put in over \$2.3 billion into the Latino community, increasing from 8% to 12% of our portfolio."*

**The Founder and Managing Partner of Thoma Bravo, Orlando Bravo**, recounted his story from his childhood in Puerto Rico to his rise to become Puerto Rico's first billionaire. He noted that *"Being Latino completely changed the way I looked at things."* He saw opportunities, especially in the software industry, and became who Forbes has called "Wall Street's best dealmaker." He enthusiastically told the audience, *"We just opened a major office in Miami to inspire the Latino community to get into private equity and tech."*



## FIRESIDE CHATS INSPIRED AND INFORMED OUR L'ATTITUDE AUDIENCE



**Mauricio Gutierrez, President & CEO of NRG Energy**, noted that being bi-cultural has provided him a wider perspective. He said, *"When I think about my role as a CEO, I have to understand the smart thing to do, and being customer-centric is smart. That means I have to understand the cohort that is buying my products,"* which is why U.S. Latinos are a priority for NRG. He also noted that there may be very few Latinos and Latinas as CEOs, but he also said, *"I believe that is changing."*

**Daniel Pinto, President and COO of JPMorgan Chase** told our audience, *"After reading the GDP Report, the first thing that comes to your mind as a company is what an amazing opportunity. For us we're working on all the ways we can unlock that opportunity. All these entrepreneurs need loans, investments, they need capital. That's part of how we can unlock that opportunity."* Mr. Pinto noted that 21% of U.S. employees at JP Morgan Chase are Latino, then added, *"I want to see more and more Latinos at the highest ranks of the company."*



**The Chair and CEO of Bank of America, Brian Moynihan**, explained how important the U.S. Latino cohort is at Bank of America and explained that, *"40% of our small business customers are Latino-owned businesses. We think about equity for these small companies, helping their dreams come true, because if we help them be successful, we'll be successful."*

**Julie Sweet, Chair & CEO of Accenture**, talked about what she has witnessed in the growth of the New Mainstream Economy and emphasized, *"We're incredibly fortunate as a country to have this (U.S. Latino) cohort. We advise our clients to understand both the market opportunity and the talent opportunity."* She said her business strategy requires diverse talent, and was pleased to explain that, *"At Accenture we develop talent, not simply acquire it."*



## FIRESIDE CHATS INSPIRED AND INFORMED OUR L'ATTITUDE AUDIENCE



**Charles Scharf, CEO and President of Wells Fargo & Company**, the Lead Premier Sponsor of L'ATTITUDE 2023, made it clear that, *"The GDP Report just accentuates how important it is for us as business leaders to understand those facts and what the future of our business looks like. He talked about how important it is to put the customer first in your thinking, then went on to note, "The importance of the Hispanic customers to Wells Fargo is that we can't be successful if we are not serving the Hispanic community." When asked about Latino representation at the highest levels of the business, he said, "It is especially important that we have Latino representation on our Board."*

**The multiple-time nominee and winner of both Emmy and Tony Awards, John Leguizamo**, entertained, informed, and inspired our audience. He talked about how hard it was for him, and still is for most of us today, to be a Latino growing up and never seeing yourself in media. He talked about his most exciting business adventure, NGL Collective, which is producing content for Latino audiences. He said, *"We need to create a space for Latin content so Latin people can see themselves reflected in what they see."* He pointed out how critical it is now to finally change the paradigm of *"Hollywouldn't."*



**Cesar Conde, Chairman of NBCUniversal News Group**, told the audience, *"We have to represent all the communities we're trying to serve, both in front of and behind the camera. We are creating content by Hispanics for Hispanics right here in the United States". He went on to explain, "We now have more Latino news anchors (nine) than any other news organization. We have two Latino White House correspondents. Our streaming platform is now the largest in the country, resulting from our investment in youthful generation of employees and in Latinos in key positions who represent New Mainstream America. We're now the most watched leading news platform in the country."*

**Former Arkansas Governor and 2024 presidential candidate, Asa Hutchinson**, talked with Sol Trujillo about the great American economic crisis, which is zero labor force growth rate. He said, *"If we're going to continue our economic growth, we're going to have to utilize immigrants. I want to create a state-based visa program that allows bringing in immigrants to a state, based on the jobs that state prioritizes."* He concluded the discussion with a compelling statement, *"If anyone can keep the American dream alive, it is the Latino community."*





# ANNUAL LATINA LUNCHEON CELEBRATED LATINA GAME CHANGERS

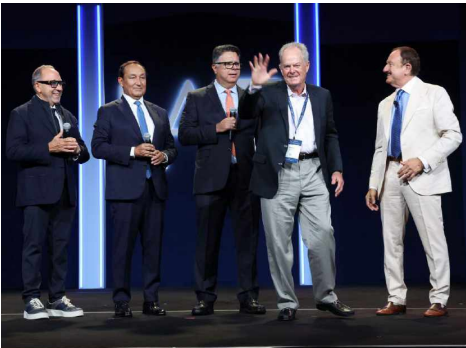
This annual sell-out event recognizes and celebrates the power of Latinas in the New Mainstream Economy. A series of conversations featuring true game-changers opened with a live, on-stage conversation with the multi-award-winning superstar, Gloria Estefan and Sol Trujillo. Estefan is an eight-time Grammy Award winner, a Presidential Medal of Freedom recipient, and has been named one of the Top 100 greatest artists of all time by both VH1 and Billboard.

During this two-hour special event, attendees also heard from "Game-Changing" Latina Entrepreneurs in a series of inspiring conversations with Nellie Borrero, Global Inclusion & Diversity Executive of Accenture; Nina Vaca, Founder, Chair, CEO of Pinnacle Group; Lilli Gil Valetta, CEO and Co-Founder, Culture+ Group and Independent Board Director, Zumiez and RCN Television; Mina Pacheco Nazemi, Head of the Diversified Alternative Equity Team, Barings; and Sandra Rivera, EVP and GM, Datacenter and AI Group, Intel Corporation. In a high-energy, informative, and motivating session finale.



# L'ATTITUDE SPECIAL RECOGNITIONS AND HONOREES

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In opening L'ATTITUDE 2023, the four L'ATTITUDE partners, **Sol Trujillo**, **Gary Acosta**, **Emilio Estefan**, and **Oscar Munoz**, gave special recognition to two Miami game-changers for their contributions to U.S. Latinos and the New Mainstream Economy. The two who were introduced to the audience included **Manny Medina**, Founder of Emerge, and **Raul Alarcon**, CEO of the Spanish Broadcasting System.

At the L'ATTITUDE Gala, our annual L'ATTITUDE Leadership Award was presented to **John Leguizamo** in recognition of his success in his career and his use of that success to give back to the community.

The championship game of the L'ATTITUDE Classic basketball tournament included a half-time honoring Latinos who have made special contributions as professional athletes, businessmen, and philanthropists. Those honored included **Manu Ginobili** who is in the NBA Hall of Fame, former NBA players and Olympic Gold winners in basketball, **Pepe Sanchez** and **Fabricio Oberto**.



## L'ATTITUDE SPECIAL RECOGNITIONS AND HONOREES

Also at L'ATTITUDE, The ASU W. P. Carey School of Business announced a new chair in management named after Dr. Loui Olivas, emeritus professor in management. Dr. O, as he is known, is the first Latino scholar to have an endowed chair named after them at a top-ranked U.S. business school. In addition, announced at L'ATTITUDE, was the first professor to hold the Chair: U.S. Latina, **Veronica Villena**, associate professor of supply chain management. *"Both Loui and Veronica are outstanding examples of what engaged, community-oriented scholarship should look like,"* said **Ohad Kadan**, Dean of the School of Business.



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 ALFPA. These are women whose positions and responsibilities influence the lives of all American citizens in significant ways, both publicly and sometimes behind the scenes.

# ONLY AT L'ATTITUDE

## NEW MAINSTREAM ECONOMY ROUNDTABLE



The New Mainstream Economy is creating new opportunities for businesses across the spectrum. L'ATTITUDE partner, **Oscar Munoz** moderated a discussion with **Hector Fernandez, CEO of Aristocrat Gaming**, and **Daryl Simm, President and COO of Omnicom Group**.

During the conversation, Daryl Simm explained that, *"As this cohort becomes even larger and richer, there is an evolution in how advertisers think about this cohort. However, one of the important things we have found is a lack of data equity as it relates to U.S. Latinos. Many sources of data under-represent this cohort. So, we have built a partnership with Univision, Zip Code Nine providers, and others to work on this."*



Hector Fernandez told our audience, *"Our fastest growing market is north America, and Latinos are absolutely the fastest growing cohort. The power of population numbers ... the GDP numbers ... it's this cohort. If your organization isn't representative of your customer base, how can you possibly be successful?"*

## THE SMITHSONIAN NATIONAL MUSEUM OF THE AMERICAN LATINO

**Jorge Zamanillo**, the founding director of the museum, told the story of the museum, how Congress enacted legislation in 2020 to establish it, the roadmap for the next ten years, and the exciting story already being told in virtual exhibitions. He concluded his presentation with, *"Our museum will create the identity of what it means to be an American Latino."*



## THE ECONOMICS OF FASHION

CNBC Correspondent, Contessa Brewer, moderated a conversation with Karla Martinez de Salas, Head of Editorial Content at Vogue Mexico & Latin America, and the Founder and Creative Director of Willy Chavarria, Willy Chavarria. Willy told us, *"I was intent on showing Latino beauty that wasn't trivialized or generalized. For me it was very important to show the dimensions of us."* He drew a large cheer when he announced what he says demonstrates the power of Latinos, *"We launched Big Willy last week and it sold out in four days."*



Karla Martinez de Salas talked about how she has chosen to feature women from across Latino culture on Vogue covers, which she explained, *"It was very important for me to do this so we could open the door for others, including stylists, graphic artists, camera people, everyone who is involved in the fashion business."* Reference to the data presented during L'ATTITUDE included that U.S. Latinos account for 34% of the growth in apparel spending in our country.



## THE DRIVERS OF GROWTH IN U.S. HOMEOWNERSHIP



We learned that more than 15% of the U.S. GDP is tied to the housing sector, and that more than 70% of the growth in housing is coming from the U.S. Latino cohort. As **Gary Acosta**, L'ATTITUDE Co-Founder, and NAHREP Co-Founder & CEO, explained, *"There is an innate passion for home ownership in the Latino sector."* Also on the panel, moderated by CNBC Senior Real Estate Correspondent, **Diana Olick**, were **Michael DeVito**, CEO of **Freddie Mac**, and **Philip White Jr.**, President and CEO of **Sotheby's International Realty**.



Mr. DeVito explained that there are 40 million renters and very few of them have those rents reported to the credit bureau. Without a credit rating securing a mortgage for a first home is difficult. He then explained, *"We have found that half of those that get reported have their credit scores go up. Ten percent get a credit score for the first time. So we want to see that population of rents that gets reported go up so the mortgage system is more fair."*

Philip White talked about outstanding service and how that can be a differentiator in the real estate business in serving Latinos. He noted, *"We have a very strong company here in Miami that I'm incredibly proud of with a Latina owner. She did \$100 million in volume in her first year with us."*

Gary Acosta cited a compelling statistic, *"The U.S. Latino cohort is the only demographic that has had eight straight years of homeownership growth."*



## THE ECONOMICS OF TECH AND ITS EVOLUTION TO AI

**Guillermo Diaz, Jr., CEO of Conectado, Inc.** and **Renato Scaff, COO of North America at Accenture**, gave us an exciting look at how Artificial Intelligence will impact our lives with a video of themselves at L'ATTITUDE, which was fully produced by AI. Renato Scaff told us, *"One quarter of jobs will change in the next five years because of AI."* Guillermo Diaz added that *"Over 9% of annual U.S. GDP is contributed from the tech sector and among the five million students in Latino-serving institutions in the U.S. there has been an 82% increase in PhD candidates focused on AI."*

They concluded with, *"This is an unprecedented moment for technology, and the impact Latinos are making. We wonder how many unicorns are out there in this audience today who will have that next big idea thanks to AI?"*



## THE ECONOMICS OF MUSIC

This session began with citing data about the phenomenal growth of Latin music, including the fact it had nearly four times the growth in 2022 as the overall U.S. music market. **Jesus Lopez, Chairman & CEO of Universal Music Latin America** explained, *"If we think of the U.S. Latino market as a nation, that market is number 7 across the world as a music market. And, in fact, the voice of the Latino population is now being heard loud and clear around the world."*

Also on the panel, moderated by **Bruno Del Granado, Head of the global Latin Music touring group, CAA**, was **Ignacio "Nacho" Meyer, President of Univision Television Networks Group at TelevisaUnivision, Inc.**, and **Emilio Estefan, award-winning musician and producer and L'ATTITUDE Partner**. Mr. Meyer made it clear that, in his words, *"Latin music is here to stay and it's mainstream. It's going to continue to drive commerce and trends."* To which Emilio added, *"The future of music is going to be unity, bringing different sounds from everywhere."*

Bruno Del Granado also made note of how U.S. Latinos are driving the music industry growth in live music as well when he said, *"The biggest tours in the U.S. in this last year, just behind Taylor Swift, are Bad Bunny and Karol G. We are not anymore a niche or a souvenir. We are mainstream."*



## FROM GOLDEN BOY TO BUSINESS MOGUL: A CONVERSATION WITH OSCAR DE LA HOYA

**Oscar De La Hoya** won eleven world titles during his boxing career, and is now **Chairman and CEO of Golden Boy Promotions**. He talked about his early life and his family history with boxing, then told us, *"Winning the Olympic Gold Medal for my country was the proudest moment of my life."* His post-career success came when he said he leveraged his career and his promotion company with HBO. *"I told them I needed Golden Boy Promotions to have at least one fight per year on HBO."* And, as they say, the rest is history.



Oscar De La Hoya enlightened and inspired our audience with his values and his business savvy. Included in his words of wisdom were: *"Focus. Plant your seeds. Take those to the finish line. No matter what it takes, stay disciplined. And focus."* And giving back is a major driver for Oscar. *"I'm a big believer of success and always giving back. The more success you have, the more you should be giving back."*





## SUPPLY CHAINS IN THE NEW MAINSTREAM ECONOMY

This session was hosted by Maria Rey-Marston, PhD, North America Supply Chain Strategy Lead + Global Supply Chain Innovation Lead with Accenture. Joining her in a conversation about the opportunities coming from the recalibration of supply chain networks resulting from the move to near-shoring, were Steve Lovejoy, Chief Supply Officer at Signet Jewelers, Mario Guerendo, Executive Director and CIO, Global Supply Chain for Cummins, and Nina Vaca, Founder, Chairman and CEO of Pinnacle Group.



Maria Rey-Marston shared the extensive research Accenture has done to analyze where the largest growth opportunities are for U.S. businesses in the supply chain. She explained they found, "The top four industries that are driving supply chain opportunity growth are Semiconductors, Battery & Electronic Vehicles, Clean Energy, and Biomanufacturing." Nina Vaca said an important mindset for business owners in the midst of dramatic industry changes is, "When things happen, ask if they're happening TO you or FOR you." She went on to talk about how important this is for Latino business owners in the supply chain part of our economy.

Mario Guerendo used his own industry as an example. "We're transforming our industry from fossil fuel. There's a huge opportunity for smaller suppliers to get into the automotive supply chain." He also noted, "We're placing our manufacturing operations closer to the demand. Our goal is within two time zones." Steve Lovejoy brought home the discussion for the audience when he said, "The Latino cohort is the fastest growing segment of our business."

And of particular interest to the two-hundred Scholars in the audience at L'ATTITUDE, was the group's assessment that, "Chemists are going to be the automotive engineers of the future."





## GAME CHANGERS: LATINAS DRIVING THE BUSINESS OF WOMEN IN SPORTS

This panel shined a spotlight on the profound economic impact Latinas are having on the increasingly popular and profitable world of women's sports. Joining Moderator **Ana Jurka, Telemundo Sports Anchor**, were **Monica Gil, EVP, Chief Administrative and Marketing Officer at NBCUniversal Telemundo Enterprises**; **Catherine Davila, Head of Marketing and Community for Angel City FC**; **Eglantina Zingg, Founder and President of Goleadoras Foundation**; and **Caroline O'Conner, President of Business Operations, Miami Marlins**.



Monica Gil cited statistics and defined what is happening in women's sports when she said, *"Record attendance. Record Ratings. Growth of fandom. It's all creating an opportunity for brands and marketers to have much more interest in women's sports. Women in sports has gone from being a moment to being a movement."* Catherine Davila explained for her organization, *"When it comes to building a fan base, we had an opportunity to carve out a space for people who haven't been talked to by men's sports."*



As the group discussed how Latinas are influencing both the sports and their audience make-up, Eglantina Zingg said,

*"I think corporations have seen that diversity has become business profitability, not just corporate responsibility."*

Caroline O'Connor added that, *"Representation on the field and off the field are important to success. Every business has to realize they will be more successful if they look like their audience."*



## A CONVERSATION WITH EDDY CUE, SENIOR VICE PRESIDENT OF SERVICES, APPLE INC

Sol Trujillo and Eddy Cue engaged in a fascinating and wide-ranging conversation on our main stage in a special evening session. They talked about how Apple is innovating and growing every day, and

how Apple serves and values the U.S. Latino cohort. Eddy Cue talked about his background and how his career evolved, eventually landing him at Apple. He, like many other CEOs who appeared at L'ATTITUDE, used the word luck, but it became clear that it was his preparation that made him ready to lead when opportunity presented itself. When he talked about Apple and its company philosophy, he said, *"Everybody says make the customer first. We actually believe it. We ask, How do we empower individuals so they feel like when they use our products they can do so much more than on their own?"*

Eddy Cue said, *"I wake up every day excited to go to work, excited about the future ... I think it's a great time to be alive, and we have so many resources and capabilities to do great things that we've never had ... so it's never been better."*

## THE LINK BETWEEN ENTREPRENEURSHIP AND HISPANIC WEALTH

This insightful and fascinating discussion featured **Ian Williamson, Dean of the Paul Merage School of Business at UC Irvine, Ohad Kadan, Dean of the W.P. Carey School of Business at Arizona State University, and Gary Acosta Co-Founder of L'ATTITUDE and the National Association of Hispanic Real Estate Professionals.** Gary Acosta began the discussion by citing results from an annual survey conducted by the Hispanic Wealth Project and how they led him to an important axiom: *"Home ownership is the gateway to the middle class. Business ownership is the path to prosperity."* He then quantified that with, *"Latinos who own businesses in general have five times the wealth of those who don't."*





As the conversation expanded, Dr. Ohad Kadan said, "Two things are important. Capital and education. Businesspeople and educators need to work together to move the needle for the U.S. Latino cohort." Ian Williamson added, "You have to look at who are the people at the table at venture capital funds. If only 1% of them are Latino, they don't understand the opportunity or take the risk. Capital is critical to entrepreneurship. I think we're at the cusp of a tremendous opportunity. If Latino businesses grew at the same rate as non-Latino, we'd have 5 million new jobs created."

For would-be entrepreneurs in the audience, the panel had two suggestions. Mr. Kadan said, "I recommend Latino graduates don't hesitate to throw your hat in ... don't let anyone tell you that you can't do it." And Mr. Williamson added, "Entrepreneurs should be bold in your pitch. When you embed your culture and your passion into your business, you can be bold. "

## MAKING CAPITALISM WORK IN THE 21ST CENTURY

This panel, moderated by **Mel Lagomasino, CEO and Managing Partner of WE Family Offices**, made it clear that the U.S. must widen its lens on where investment capital is injected to stimulate the greatest economic growth for our country. Joining her were **Jose Minaya, CEO of Nuveen; Mina Pacheco Nazemi, Head of the Diversified Alternative Equity Team of Barings; and John J. Moore, Jr., Managing Director/Head of Latin America/Chairman of Global Capital Markets, Americas at Morgan Stanley.**



Jose Minaya explained, "There's tremendous buying power in this cohort. We created our own pool and we've made the process repeatable." John Moore reinforced that with, "We need more funds like L'ATTITUDE Ventures. Multiply, multiply, multiply is the way forward." Mina Pacheco Nazemi noted that, "If you think about the large public plans, if we get people in those seats who can push investment officers to invest in Latinos. I think the market doesn't realize our economic power." Mel Lagomasino offered a much-appreciated summary statement, "The name of the game today is what can we do differently to flow capital to this cohort where the growth is."

# SPECIAL EVENTS

## ANNUAL L'ATTITUDE MATCH-UP COMPETITION

L'ATTITUDE Ventures, an institutional venture capital firm that partners with U.S. Latino/a founders building the next generation of innovative companies, hosted its Match-Up event at L'ATTITUDE. The Match-Up program includes founder showcases, investor thought leadership discussions, capital matchmaking opportunities, and a pitch competition to determine the L'ATTITUDE Latino Startup of the Year.



Leading up to the event, L'ATTITUDE Ventures meticulously reviewed hundreds of submissions and ultimately extended invitations to 19 companies to participate. This year's showcases took place on day two of the four-day conference and were organized into three categories: Healthcare, Technology, and Consumer. From these showcases, L'ATTITUDE Ventures selected Novo Space, Ales Grey, Gamer Safer, and Sunthetics to compete on the main stage for the prestigious L'ATTITUDE Latino Startup of the Year Award, which Novo Space ultimately secured.

"Novo Space develops computing systems for applications beyond Earth, and this recognition will fuel our journey to push the boundaries of space technology further than ever imagined," says Rodrigo Diez, founder of Novo Space. "Winning at Match-Up is more than an award; it's a launchpad! We look forward to having L'ATTITUDE as our co-pilot on this celestial journey as we bring the pace of commercial innovation to space", says Diez.

"We were thrilled to have so many amazing founders present at this year's Match-Up competition in Miami. The pitches highlighted the various ways that both Latinos and Latinas are building some incredible companies both here on earth and beyond! We are proud to award Rodrigo and the Novo Space team as the 2023 Startup of the Year- they have tremendous vision and a clear plan to become a foundational pillar for computing amongst the stars!" says Pete Amaro, Managing Partner of L'ATTITUDE Ventures.

Since 2019, the Match-Up event has empowered entrepreneurs with \$40 million in capital to Latino/a change-makers. L'ATTITUDE Ventures aims to fund and catalyze a much-needed transformation in the narrative surrounding venture capital into the U.S. Latino/a community.



## L'ATTITUDE GALA

This year, the L'ATTITUDE Leadership Award was given to John Leguizamo, multiple-time nominee and winner of both Emmy and Tony Awards. In accepting the award, he told the excited audience, *"You can't have this kind of fame and success and not feel responsible that you have to do something and give it back. A lot of people stuck their necks out for me, risked, were allies, mentored me, and got me here, so I will do the same."*



The Gala also included special entertainment featuring Latina superstar, Sheila E, the first female solo percussionist to receive a star in the Hollywood Walk of Fame, and Xolo Maridueña, the star of Blue Beetle, in his first singing performance. It was a night not to be forgotten by everyone there.



## L'ATTITUDE BASKETBALL CLASSIC

This is a unique event that honors sports icons and showcases elite Latino athletes in conjunction with our annual L'ATTITUDE event. This year's competition attracted hundreds of college coaches and NBA scouts who were there to watch some of the most outstanding high school players in the country. Columbus High School from Miami, Florida, the pre-season number one ranked high school in the country won the championship game over second-place Veritas Academy of Los Angeles, California. The other two teams featured included the Academy of Central Florida in Orlando and the NBA Academy Latino America from Mexico City, Mexico. L'ATTITUDE in collaboration with the NBA presents this annual event.



During halftime of the championship game, L'ATTITUDE honored three former professional basketball players for their contributions to the sport and to the Latino community. Receiving special recognition were **Manu Ginobili**, NBA Hall of Fame, **Pepe Sanchez**, and **Fabricio Oberto**.

## FACTS ARE FASHIONABLE

That was the powerful mantra for an intimate dinner before the unveiling of the exciting new addition to L'ATTITUDE, **The Economics of Fashion**. L'ATTITUDE CMO, Andrea Trujillo, shared compelling data that show U.S. Latinos contribute to an incredible 34% of growth in apparel spending, projected to exceed a whopping \$48.85 billion in revenue by 2026.



The night honored and celebrated **Gonza**, a trailblazing Latino-owned swimwear brand. Led by the dynamic duo, **Ryan Horne** and **Fancy Gomez**,

and creatively directed by Latina Superstar, **Becky G**, Gonza embodies authenticity and innovation, making waves in the business world with its unique designed rooted in Latino culture. Representing the strong community focused and hand-on ethos of the Latino community, Gonza provides each of its employees with ownership in the company. We salute Gonza as a symbol of creativity, entrepreneurship, and unity.

Among our dinner guests were prominent Miami-based influencers in fashion, real estate, small business, and more. Special attendees included visionary designer, **Willy Chavarria** and the

Amazing **Contessa Brewer**, prominent television journalist from CNBC Business News.

We especially thank our esteemed sponsor, **Diageo/Smirnoff** for their steadfast support. Their commitment to embracing and celebrating our community echoes the core values of our culture – unity, support, and empowerment.





# WORDS OF WISDOM

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”

*“Any company in any industry that wants growth, must focus on the communities they’re trying to serve. We are creating content by Hispanics for Hispanics.”*

**Cesar Conde**

Chairman of NBCUniversal News Group



*“This cohort is the locomotive of this country.”*

**Daryl Simm**

President and COO of Omnicom Group



*“We are not anymore a niche or a souvenir. We are mainstream.”*

**Bruno Del Granado**

Head of the global Latin Music touring group, CAA



*“If anyone can keep the American dream alive, it is the Latino community.”*

**Asa Hutchinson**

2024 presidential candidate and former Governor of Arkansas



*“The Latino cohort is the fastest growing segment of our business.”*

**Steve Lovejoy**

Chief Supply Officer at Signet Jewelers



*"We advise our clients to understand both the market opportunity and the talent opportunity in the U.S. Latino cohort."*

**Julie Sweet**  
Chair & CEO of Accenture



*"I want to see more and more Latinos at the highest ranks of the company."*

**Daniel Pinto**  
President and COO, JPMorgan Chase



*"Every business has to realize they will be more successful if they look like their audience."*

**Caroline O'Conner**  
President of Business Operations, Miami Marlins



*"When I think about my role as a CEO, I have to understand the smart thing to do, and being customer-centric is smart. That means I have to understand the cohort that is buying my products."*

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



*"If Latino businesses grew at the same rate as non-Latino, we'd have 5 million new jobs created."*

**Ian Williamson**  
Dean of the Paul Merage School of Business at UC Irvine



*"It is especially important that we have Latino representation on our Board."*

**Charles Scharf**

CEO and President of Wells Fargo & Company



*"You've been able to put in front of people the plain facts, reminding them of the opportunities in the Latino cohort."*

**Brian Moynihan**

Chair & CEO of Bank of America



*"It was hard to be a Latino growing up never seeing yourself in media or anywhere."*

**John Leguizamo**

Actor, Comedian, Producer



*"We need to continue to drive small value loans (to Latino businesses) from the SBA. It's about creating opportunities to grow."*

**Isabela Casillas Guzman**

Administrator, U.S. Small Business Administration, United States Government



*"Stay curious. The world is changing so rapidly. Stay digitally informed. Jobs are changing. The economy is changing. Be globally aware. Be a better listener. Look for the opportunities"*

**Priscilla Almodovar**  
CEO of Fannie Mae



*"The result of our underrepresentation in media is when a Latina or Latino applies for a job, applies for college, seeks a loan, or whatever, they are part of an invisible cohort."*

**Ana Valdez**  
President and CEO of the Latino Donor Collaborative



*"Software is the future of every business, get into it."*

**Orlando Bravo**  
Founder and Managing Partner of Thoma Bravo



*"There are so many people whose stories should be told ... it shouldn't be up to gatekeepers."*

**Xolo Mariduena**  
Actor



*"We have a labor shortage in this country, not just in home construction. One of the things we can do is intelligent immigration reform."*

**Gary Acosta**  
L'ATTITUDE Co-founder and Partner



*"If you want to sell more you better understand who is buying more."*

**Ohad Kadan**  
Dean of the W.P. Carey School of Business at Arizona State University

## WHY YOU SHOULD HAVE BEEN THERE



”

*“Attending L'ATTITUDE for the second year and building valuable business relationships reminded me of my experience in Davos, where decision-makers engage in real-time decision making and business agreements.”*

**Maryanne Piña Frodsham**  
CEO of CareerMP

”

*“L'ATTITUDE 2023 in Miami was like no other gathering in the world. Thousands of attendees, a blend of CEO's, major financial institutions, multinational corporations, and top-notch speakers created the recipe for an unparalleled event.”*

**Ralph W. Tejeda (PCQI)**  
Founder & CEO, Tropical Fruit Importer

”

*“The cross-industry level of best practices we learned is unmatched from any conference I have ever attended.”*

**Dayana Falcon**  
Career Coach

## WHY YOU SHOULD HAVE BEEN THERE



”

*“Last week's conference left me speechless.”*

**Nina Vaca**

Founder, Chairman & CEO of Pinnacle Group

”

*“A phenomenal 4 days in Miami at L'ATTITUDE! Latinos from all over the country gather to lift each other up, network and collaborate on reaching even higher levels of success.”*

**Alejandra Chavez**

President/Executive Chef

”

*“For three days last week I was surrounded by 10,000 Latino business leaders and champions. It was awesome to see our collective contribution to the US economy.”*

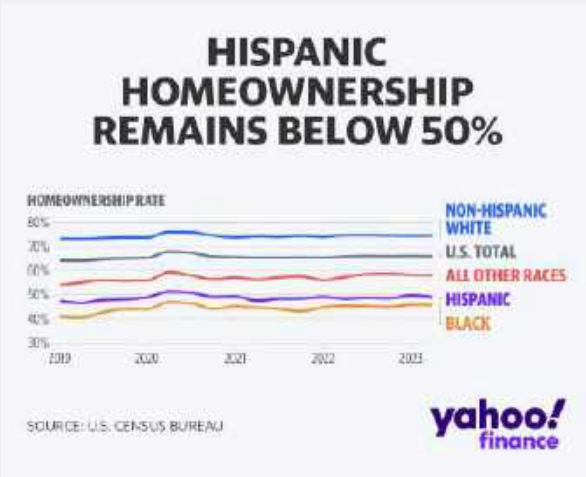
**Alfredo Mathew III**

Co-Founder/Partner at ESO Ventures

# NATIONAL NEWS IMPACT

News media across the country – print, broadcast, and online – are calling attention to the important economic impact of U.S. Latinos on our New Mainstream Economy. Growing the awareness of business leaders and educating them about the facts and data that are critical to sustaining economic growth in America are vital components of L'ATTITUDE. A visual sampling of the breadth and depth of media exposure resulting from L'ATTITUDE 2023 follows. For additional press and features visit: [lattitude.net/press](http://lattitude.net/press).

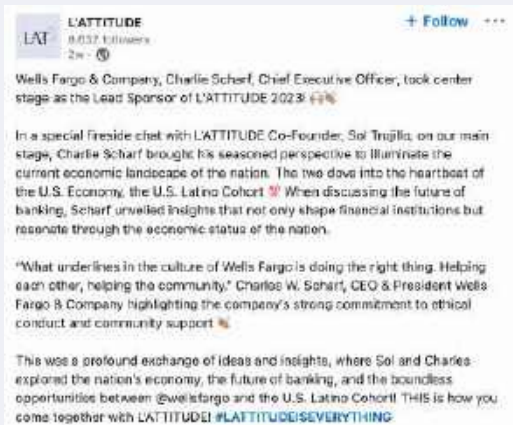






# L'ATTITUDE LIGHTS UP SOCIAL MEDIA

If you are a LinkedIn follower, you couldn't miss the robust conversations about L'ATTITUDE. Across all platforms, we drove over 3.5 Billion impressions, with nearly 985,000 total direct digital marketing engagements. Our consistent interaction on the feed and stories throughout the event continues to grow our presence. A sampling of social media posts and mentions is presented below.



# HIGHLIGHTS FROM ATTENDEES/PARTICIPANTS

**Patty Juarez** • 3rd+  
Executive Vice President and Head of Hispanic & Latino Affairs - Wells Fargo

It's a wrap for L'ATTITUDE in Miami! It was an amazing four days where we as a community got to walk away inspired, proud and ready to keep contributing to the success of our country. Our Wells Fargo delegation, 200 strong 🙌, brought incredible clients, partners, friends, and talented colleagues to this amazing conference.

Wells Fargo was the proud Lead sponsor of the conference and have participated every year since it's inception. We have L'ATTITUDE!! Our leaders, who showed up in big numbers, understand that our success is tied to our ability to serve the growing Latino market and we are committed to doing so. Thanks to our CEO Charlie Scharf, Kristy Williams Fercho Kleber Santos, and Andrew Heller for your support in cheering 🙌 our team members and hosting our clients and partners.

**Jose Minaya** • 3rd+  
CEO at Navoon, a TIAA company

Right now Latinos account for half of the net growth for new employer businesses in the U.S., but receive the lowest percentage of business investments by private equity and venture capital firms. Those points served as an important starting point for a panel discussion on "Making Capitalism Work in the 21st Century," at L'ATTITUDE, the largest business event in the country helping executives and leaders understand the U.S. Latino cohort and focused on economic growth for all Americans.


It's always a pleasure to participate in this conference and lend my perspective on inclusive capitalism. There are a lot of factors at work when it comes to delivering capital to more cohorts, but I do believe that asset managers can do more to tap into the massive opportunity that the Latino community represents, and just as important, address Latino demand for entrepreneurial support.

The numbers don't lie. Latino labor participation, buying power, entrepreneurship and higher education levels are all rising, and driving Latino economic potential. Now it's incumbent on us, as advisors, investors and long-term asset managers, to address and convert that potential into wealth and security.

Thank you [Sol Trujillo](#) for hosting this discussion, and congratulations on yet another successful gathering of great minds committed to the success of the people and communities we serve.



## HIGHLIGHTS FROM SPONSORS

 **Priscilla Almodovar** · 3rd+  
Chief Executive Officer, Fannie Mae  
1mo · 🌐

I sat down with L'ATTITUDE's Co-Founder **Sol Trujillo** to discuss the Latino Donor Collaborative's 2023 Official LDC U.S. Latino GDP Report. Latinos are critical to the future of the U.S. economy and to housing. The facts speak volumes. If U.S. Latinos were an independent country, their GDP – now valued at \$3.2 trillion – would rank 5th in the world. Over the past decade, Latinos' annualized income growth has more than doubled that of non-Latinos. In addition, Latinos are younger than the population as a whole, are achieving higher education degrees at a faster rate, and have a higher workforce participation rate.

Latinos are also shaping the future of housing. According to the Urban Institute, 70% of net new homeowners between 2020 and 2040 will be Latino. And we know from NAHREP's 2022 State of Hispanic Homeownership Report, that 71% of Hispanics who purchased a home in 2021 were under age 45 and that Hispanics have the highest share of homebuyers under age 25.

At the same time, there's still a 22-percentage point gap in the homeownership rate of Latinos vs. Non-Hispanic White consumers. I shared with Sol what Fannie Mae is doing to close this gap, starting with our expanded **Fannie Mae** online homeownership education product, HomeView en Español, with material created for and written by Spanish speakers. We're also reducing cost barriers and helping the "credit invisible" gain access to mortgage credit. Learn more about what we're doing to overcome the barriers Latinos face on their housing journey: <https://lnkd.in/exdTBPkD>

 **Elizabeth Rutledge** · 3rd+  
Chief Marketing Officer, American Express  
2w · 🌐

It was a truly special experience sharing the stage with two amazing, Latina entrepreneurs at the L'ATTITUDE conference last week in Miami - Chief **Michelle Bernstein** and **Lulu Cordero**. They share our **American Express** values of supporting communities, staying true to their brands, and building enduring relationships.

What inspired me the most from their stories was the resiliency they have shown in the face of challenges. Both Michelle and Lulu have overcome setbacks and achieved great success, while always staying true to who they are - even when others told them not to. As Lulu eloquently said, it's all about "staying true to the why." #TeamAmex

 **Mauricio Gutierrez** · 3rd+  
Chief Executive Officer at NRG Energy  
1mo · Edited · 🌐

This week I had a great discussion with **Sol Trujillo** at L'ATTITUDE about the future of energy and how NRG is meeting the needs of our customers. Thanks to the L'ATTITUDE team for the invitation and the continued celebration of #HispanicHeritageMonth.



 **Bank of America**  
2,302,944 followers  
1mo · 🌐

Our Hispanic-Latino teammates, clients and communities help make our business stronger, more talented and more innovative every day. That's why we're committed to supporting them year-round.

Our sponsorship of this year's **L'ATTITUDE**, our support of Hispanic-Latino-owned small businesses and our partnerships with more than 20 Hispanic Serving Institutions are just a few of the ways we foster the diversity that strengthens our company. #LATTITUDE2023 <https://bit.ly/48J7zTx>

L'ATTITUDE OVERALL REACH

Approx.  
**6,500**  
Registrants

**835**  
**million**  
TV Impressions

**87**  
Media Features

**59**  
Media Outlets

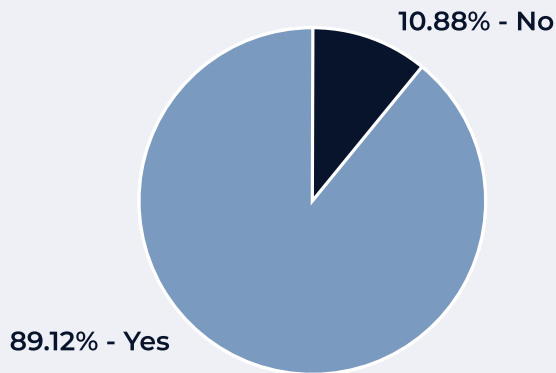
**3.5 billion**  
Media Impressions

**52 million**  
Social Media Reach

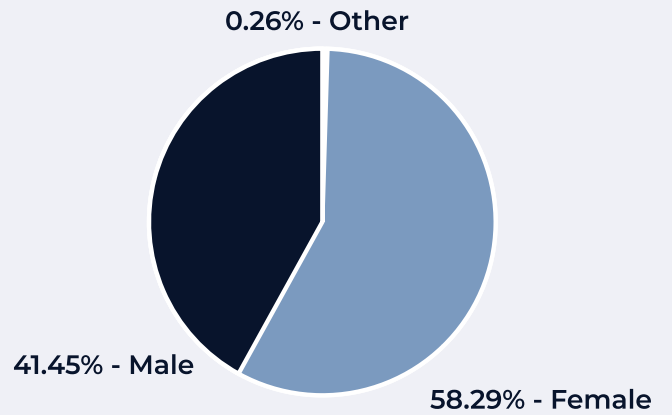
**984,108**  
Direct Digital Marketing Inbox Engagements

# L'ATTITUDE ATTENDEE PROFILE

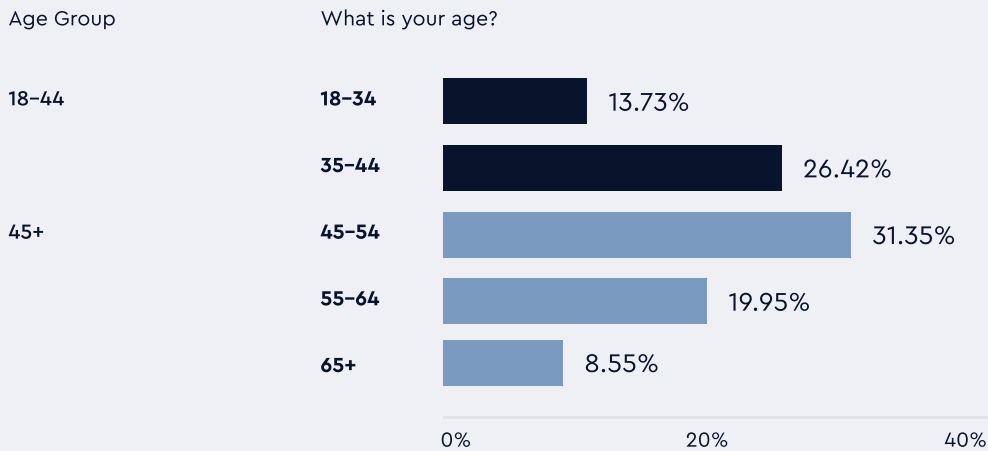
## ARE YOU HISPANIC OR LATINO ORIGIN?



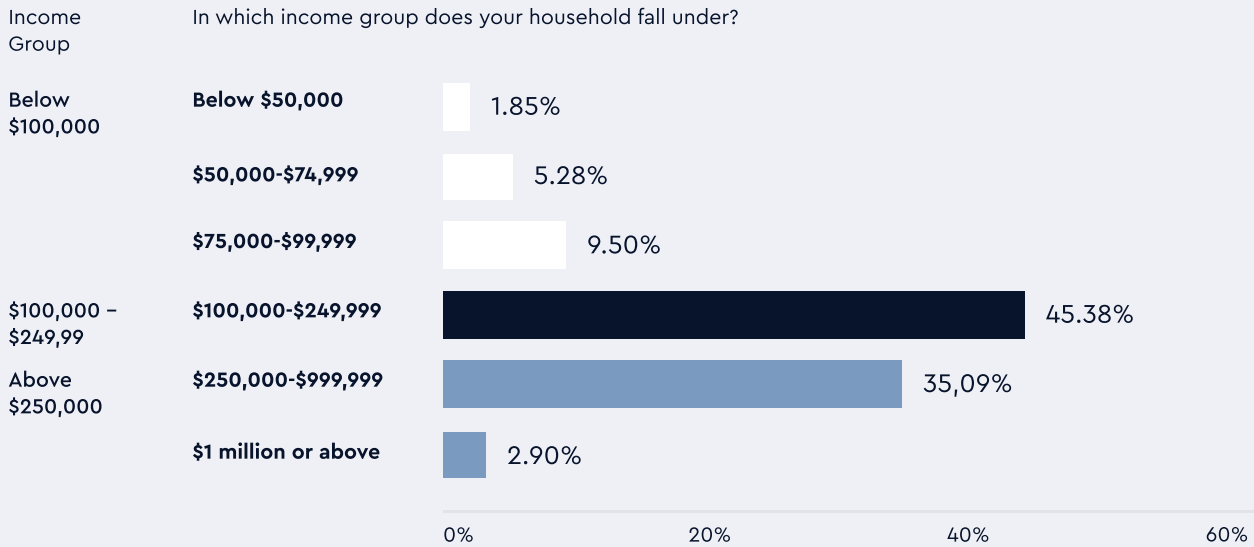
## WHICH GENDER DO YOU IDENTIFY WITH MOST?



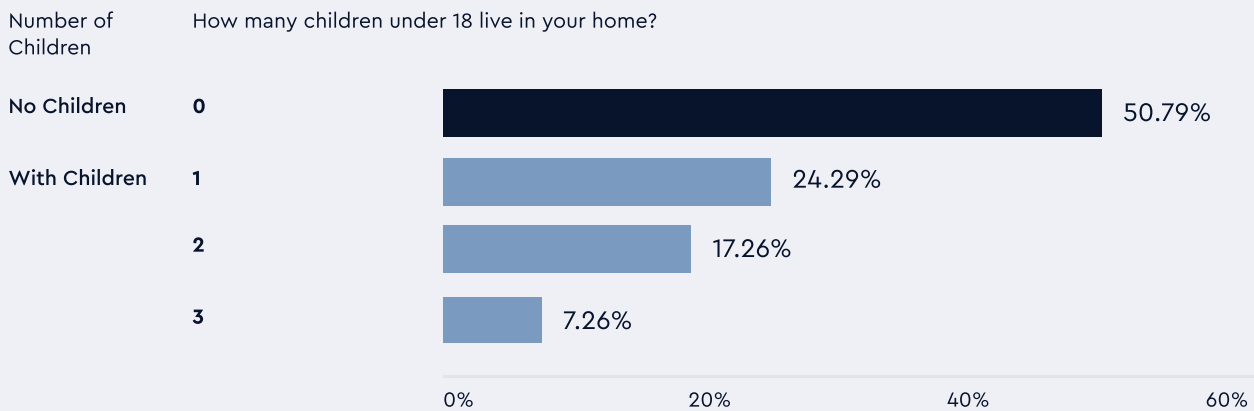
## WHAT IS YOUR AGE?



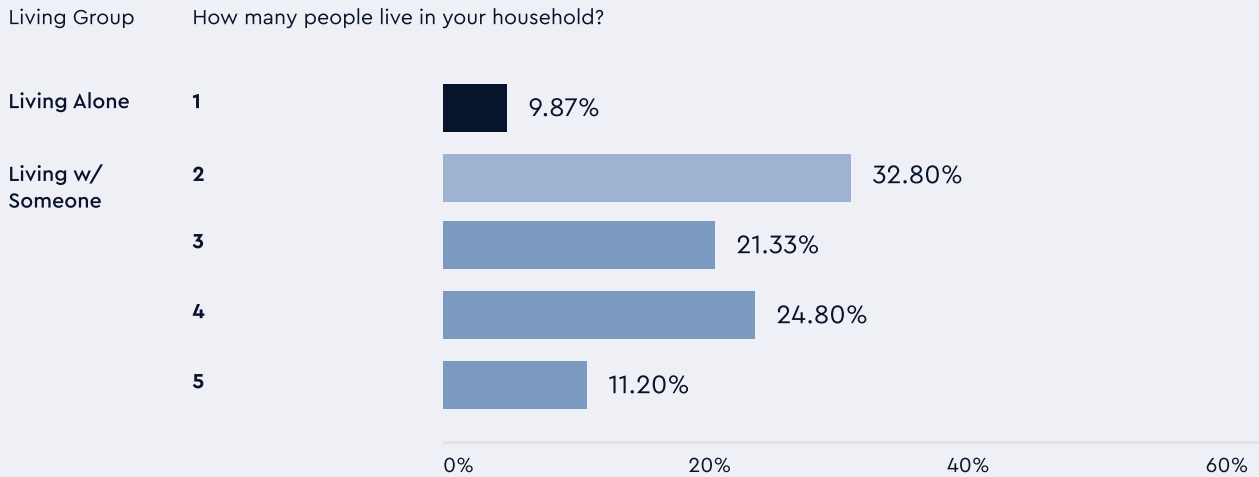
## IN WHICH INCOME GROUP DOES YOUR HOUSEHOLD FALL UNDER?



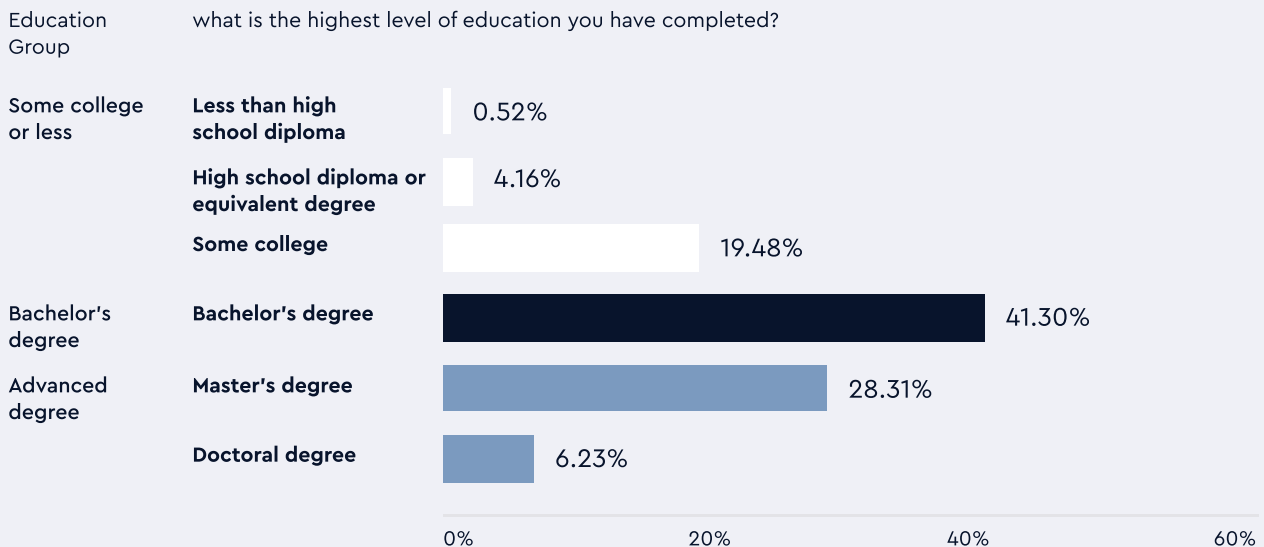
## HOW MANY CHILDREN UNDER 18 LIVE IN YOUR HOME?



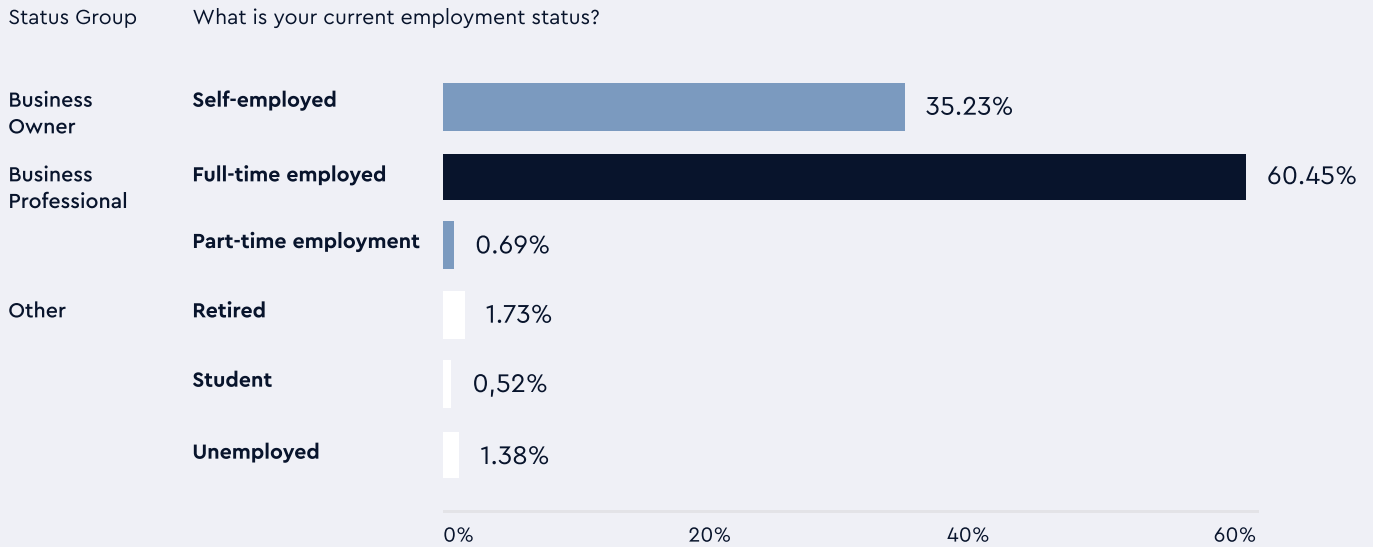
## HOW MANY PEOPLE LIVE IN YOUR HOUSEHOLD?



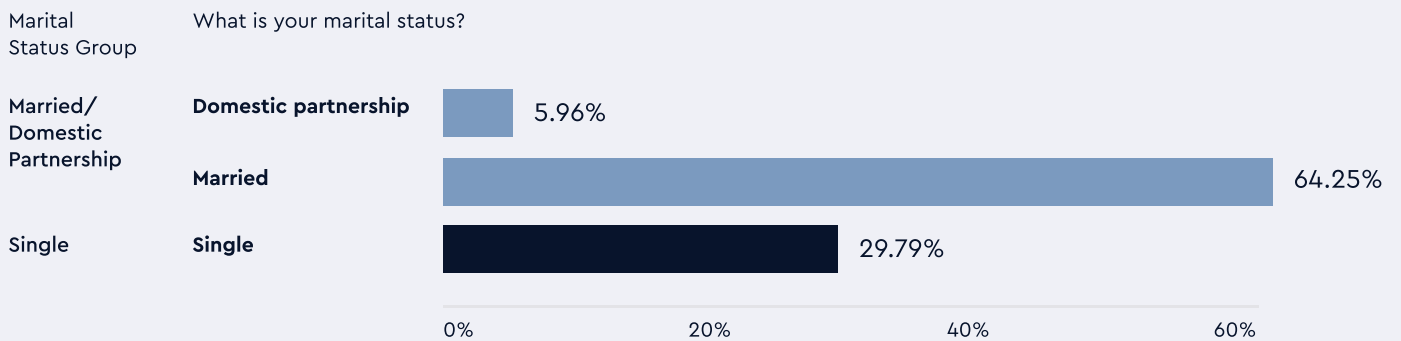
## WHAT IS THE HIGHEST LEVEL OF EDUCATION YOU HAVE COMPLETED?



## WHAT IS YOUR CURRENT EMPLOYMENT STATUS?



## WHAT IS YOUR MARITAL STATUS?















## FAVORITE BRANDS

We asked attendees to name their top-five favorite brands. We then looked closer at the results and found one brand named among the top five was different for Business Owners and Business Professionals.

### BUSINESS PROFESSIONALS

	Apple	1
	Nike	2
	Amazon	3
	Target	4
	Adidas	5

### BUSINESS OWNERS

	Apple	1
	Nike	2
	Amazon	3
	American Express	4
	Target	5

# L'ATTITUDE 2024 RETURNS TO SAN DIEGO

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L'ATTITUDE 2024 will once again be oceanside at the Grand Hyatt in San Diego. That means our star-studded concert can return to the amazing seaside Rady Shell outdoor concert venue. The dates are set so put L'ATTITUDE on your calendar now: September 12 – 15, 2024. You can be sure our seventh edition of L'ATTITUDE will be the biggest yet as we continue to expand our content across more sectors, as well as our entertainment. There's no bigger event in the country where business owners, business professionals, entrepreneurs, investors, influencers, and media can experience the New Mainstream Economy.



# THE HISTORY OF L'ATTITUDE

In 2016, NAHREP Co-founder and CEO, Gary Acosta and Global Business Executive, Sol Trujillo met for the first time. After running three major large-cap public companies in the U.S., Europe, Middle East, Africa, and Asia-Pac, Sol co-founded the Latino Donor Collaborative (LDC) to address the U.S. Latino brand. The brand, in Sol's view, had become misappropriated by the entertainment and news media; creating stereotypes that were nowhere close to reality. There was a need to take control of the brand in order to produce an accurate and current narrative by focusing on the economic impact of Latinos in America's 21st Century "New Mainstream Economy". Data capturing initiatives began to gather fact-based and irrefutable information regarding the U.S. Latino cohort. Reports began being shared through convenings of key leaders or "resource allocators". The studies tell a story of the compelling economics of every sector in the U.S. economy and how dependent the overall U.S. economy is on this cohort.



In 2000, Gary co-founded NAHREP to focus on the pivotal role that Latinos play in the housing and construction industry. The organization implemented a number of projects and initiatives that accentuated how the drive for prosperity unites all U.S. Latinos regardless of national origin or political preferences. Building on the extraordinary success of NAHREP as a business platform, that in less than 20 years had become one of the largest and most dynamic Latino business organizations in the country, Gary began contemplating a large media event that celebrated the role of Latinos in both business and American culture. Gary shared his idea with Sol, and after inviting Sol to keynote NAHREP's annual convention in 2016, it became clear to both Sol and Gary that there was a need to create an event platform with an even larger and broader business focus. Leveraging NAHREP's expertise for hosting large conferences, over the next year, Gary and Sol met weekly to construct the template for what became known as L'ATTITUDE. In partnership with NAHREP, the inaugural L'ATTITUDE event took place in San Diego, California in 2018 and attracted an impressive gathering of CEO's, entrepreneurs, entertainers, athletes, and media companies.



Since its inception, the L'ATTITUDE event has inspired a number of new business initiatives including L'ATTITUDE Ventures; a \$100M venture fund focused on Latino led start-ups. In response to a seminal study by Bain Consulting that highlighted how less than 1% of U.S. venture capital is invested in Latino led start-ups, L'ATTITUDE Ventures endeavors to be a prototype that brings capital, mentorship, connection, exposure and guidance to Latino entrepreneurs and business owners.

In 2019, entertainment superstar, Emilio Estefan and former United Airlines CEO, Oscar Munoz joined as partners. Today, the founders of L'ATTITUDE leverage the platform they created to introduce a more accurate narrative about Latinos-Americans to the national media, and build a robust marketplace where thousands of attendees from all segments of the economy congregate each year to learn, network, form partnerships and transact business.



# THE LATTITUDE TEAM

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Sol Trujillo  
Co-Founder & Partner



Gary Acosta  
Co-Founder & Partner



Emilio Estefan  
Partner



Oscar Munoz  
Partner



Andrea Trujillo  
Chief Marketing Officer

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BE PART OF THE L'ATTITUDE FAMILY

# BE PART OF THE L'ATTITUDE FAMILY

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WATCH THE L'ATTITUDE  
2023 RECAP HERE:

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

FOR ADDITIONAL L'ATTITUDE 2023 FOOTAGE, PLEASE VISIT:

<https://lattitude.net/past-events>

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CONTACT US:

[connect@lattitude.net](mailto:connect@lattitude.net)

**THANK YOU**

**#LATTITUDEISEVERYTHING**