

# 100

The Hispanic Business  
100 Most Influential Hispanics®

# The Stars Align

Trail Blazers, Headline Makers on 2007 List Set Example for Others



# 100

## The Hispanic Business 100 Most Influential Hispanics®

### CORPORATE



#### **Liz Alicea-Velez**

**Executive Vice-President, Western Union Latin America/Caribbean**

**Why:** As the leader of Western Union and its sister brands in the Caribbean, Central America, and South America, Ms. Alicea-Velez oversees the largest remittance receiving region's sales, service, marketing, systems operations, financial, and support functions. Before joining Western Union 15 years ago, she worked in software and Spanish-language television, and earned an MBA from Harvard University.

### ACTIVISM



#### **Jesus Aguais**

**Executive Director, Aid for AIDS (AFA)**

**Why:** After attending an ACT UP New York meeting, Mr. Aguais decided to change the world. The Caracas native sold his life insurance to form AFA, a group that annually delivers \$5 million in unused HIV/AIDS medications to developing Latin American countries. The nonprofit, which is funded by corporate and individual donors, has provided medicine to 1,500 people this year. Mr. Aguais believes, "Hope is being here and doing the work."



#### **Dean Aguillen**

**Senior Adviser, Speaker of the House Nancy Pelosi**

**Why:** With the California Bay Area Democrat since 2002, Mr. Aguillen serves as one of the speaker's primary advisers and her director of New Member Services. In 2005, he was nominated for the position of sergeant at arms of the House, which granted him benefits such as House floor privileges for life. *The Hill* has named him one of the 35 most influential congressional staff members under age 35 three times.

### GOVERNMENT



#### **Priscilla Almodovar**

**CEO New York State Housing Finance Agency**

**Why:** Ms. Almodovar was appointed to her current role in January after serving as deputy policy director for Eliot Spitzer's gubernatorial campaign. The Columbia Law graduate began her career at White & Case LLP, a New York City-based international law firm, and was later named partner. Today, she oversees New York State's six affordable housing organizations, which provide lower-income families with home ownership opportunities.

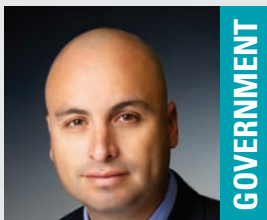
### LAW



#### **Francisco R. Angones**

**President, The Florida Bar**

**Why:** In June, Mr. Angones was sworn in as the first Cuban-born president of the Florida Bar. He co-founded the Miami law firm Angones, McClure & Garcia and continues to fight for the human rights he felt so lucky to receive at age 10. Mr. Angones works with community organizations and represents the families of the Brothers to the Rescue victims, along with Cuban detainees held at Guantanamo Bay.



GOVERNMENT

**Hector Balderas**  
 New Mexico State Auditor

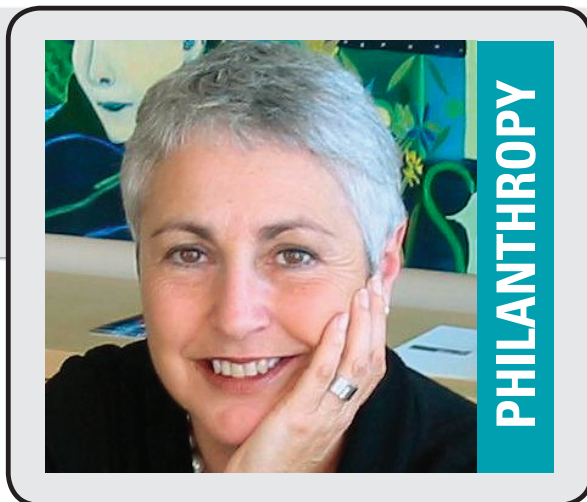
**Why:** Mr. Balderas was elected to his current post in November, becoming the youngest Hispanic statewide elected official in the nation at age 33. A former criminal prosecutor in Albuquerque, at age 30 he ran for and won a seat in the New Mexico House of Representatives. He recently traveled to Pakistan as a delegate for the American Council of Young Political Leaders.



CORPORATE

**Burt Cabañas**  
 Chairman and CEO,  
 Benchmark Hospitality International

**Why:** Mr. Cabañas emigrated from Cuba at age 9. Three years later, the co-founder of the International Association of Conference Centers began his hospitality career at the Shelbourne Hotel in Miami. Today, Mr. Cabañas has made Benchmark a premier management firm, specializing in the development and operation of resorts, golf clubs, and conference centers and hotels. It generates \$428 million in combined revenues from its 30 properties.



PHILANTHROPY

**Diana Campoamor**  
 President, Hispanics in Philanthropy

**Why:** A lifelong advocate for children and families, Cuban-born Ms. Campoamor leads HIP's efforts to fund small organizations serving Hispanic families across the United States, Central America, and the Caribbean. With Ms. Campoamor at the helm, HIP has raised more than \$32 million from 159 donors and has made grants to 424 Hispanic-led nonprofits across the Americas.

**Carlos Cabrera**  
 Senior Vice-President of Operations, North America, Hyatt Hotels Corp.

**Why:** A 30-year veteran of Hyatt Hotels, Mr. Cabrera has overseen openings, day-to-day management, and development of at least 10 hotels and resorts. The former chair of the Florida Tourism Commission's Multicultural Committee is now responsible for 16 properties in the Caribbean and United States, and he gives back to communities through Hyatt's Family of Responsible and Caring Employees (FORCE) program.



CORPORATE

**Charles W. Beardall**  
 Director, Defense Criminal Investigative Service

**Why:** In addition to memberships for the Arkansas State Bar, the U.S. Court of Appeals for the Armed Forces Bar, and the Supreme Court Bar, Panama-born Mr. Beardall leads the investigative activities of more than 375 criminal investigators and staff worldwide in the Department of Defense. In 1996, the co-founder and former chair of the Defense Advisory Council on Hispanic Issues retired from the U.S. Army as a colonel after 23 years of service. »

GOVERNMENT

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### CORPORATE



**Carlos Castro**  
CFO of Mandalay Bay Hotel & VP of Finance,  
MGM Mirage

**Why:** The University of Nevada-Las Vegas graduate has not strayed far from his alma mater. The longtime Caesars Entertainment executive served as the company's vice-president of Corporate Development, and acted as vice-president of operations for Bally's and Paris hotel-casinos before heading financial operations at MGM.

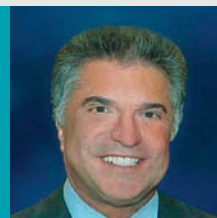
### GOVERNMENT



**Richard L. "Dick" Cañas**  
Director, New Jersey  
Office of Homeland  
Security and Preparedness

**Why:** In March 2006 Mr. Cañas was appointed the first director of the cabinet-level office. He brought with him a 34-year career in law enforcement, intelligence, counter terrorism, and policy making at the national level, including four years on the White House's National Security Council under President George H.W. Bush and President Bill Clinton. He served as a director for a nonprofit defense contractor from 1998 until 2006.

### POLITICS



**Alberto "Al" R. Cardenas**  
Chair, National Hispanic  
Steering Committee, Mitt  
Romney pres. campaign

**Why:** Active in Republican politics for more than 25 years, Mr. Cardenas, a partner in the law firm of Tew Cardenas LLP, has a reputation as one of Washington's top lobbyists, and has already served two terms as chairman of the Republican Party in Florida. A regular columnist for El Diario, he served as an appointee of President George H.W. Bush to the board of the Federal National Mortgage Association from 1985 to 1990.

### GOVERNMENT



**Flora M. Castillo**  
Board Member, New Jersey Transit

**Why:** While demanding cleaner trains, collecting prom dresses for disadvantaged girls, and initiating programs that celebrate women and minorities, Ms. Castillo fights to better America's largest statewide public transportation system for the people who use it most. When she's not working at NJ Transit or a local organization devoted to improving health care for Hispanics, she serves as vice-president of Marketing at AmeriHealth Mercy.

### CORPORATE



**Alexander R. Chaparro**  
Vice-President of Sales, Sudler | Sotheby's International Realty

Inspired by his Puerto Rican grandmother, who purchased a house while raising 11 children, Mr. Chaparro's lifelong mission is to increase Hispanic homeownership. He is a 14-year veteran of the real estate industry, the founder of a diversity-focused multicultural real estate brokerage firm, and current president of the Chicago Association of Realtors – its first Hispanic president in 124 years. »

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LAW



### **Andrew Manuel Crespo** President, *Harvard Law Review*

**Why:** At age 24, Mr. Crespo is the first Hispanic president of the *Harvard Law Review*, a legal publication. In this role, the third-year Harvard Law student of Puerto Rican descent oversees the 121-year-old organization and serves as its editor-in-chief, following in the footsteps of other stars within the legal community, such as Susan Estrich, Raj Marphatia, and Sen. Barack Obama (D-IL).

GOVERNMENT



### **Martin Chavez** Mayor, Albuquerque, New Mexico

**Why:** Mayor from 1993 to 1997, Mr. Chavez returned to the office in 2001. Since then, the city has seen crime reports cut 17 percent and water use down by a third, while Albuquerque itself has received national prominence and publicity from publications that include *Forbes* and *USA Today*. Mr. Chavez is currently mentioned as a gubernatorial candidate in 2010.

ARTS & ENT.



### **Cynthia Cidre** Executive Producer; Creator of *Cane*

**Why:** Ms. Cidre's film-writing credits include *The Mambo Kings*, *In Country*, *The Fires Within*, starring Jimmy Smits, and *Tara Road*. Her TV writing credits include the movie *A Killing in a Small Town*, which was nominated for six Emmy Awards. Honored with a Norman Lear Writers' Award at this year's Imagen Awards, her current project is *Cane*, a dramatic series for CBS about a Cuban-American sugar dynasty.

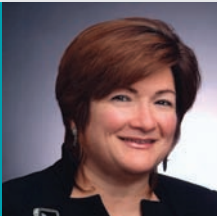
CORPORATE



### **Deirdre P. Connelly** President, Lilly USA

**Why:** In 1983, Ms. Connelly graduated from Pennsylvania's Lycoming College and joined Lilly as a sales representative; she now heads its largest division. She has climbed the corporate ladder, holding executive and management roles in human resources, global marketing, sales, and the women's health business unit in the United States, Central America, the Caribbean, and her birthplace of Puerto Rico.

GOVERNMENT



### **Lorraine Cortes-Vazquez** Secretary of State, state of New York

**Why:** Prior to becoming the first Hispanic in New York's third-oldest office, Ms. Cortes-Vazquez received national recognition for leading nonprofits, such as the nation's oldest and largest youth leadership development agency, ASPIRA of New York. The Hunter College and NYU alumna served six years on the New York State Board of Regents. »

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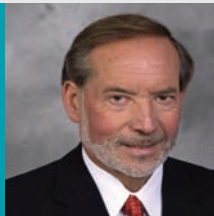
CORPORATE



**Christina Davis**  
**Senior Vice-President, Drama Series Development,**  
**CBS Entertainment**

**Why:** Ms. Davis was promoted to her current role in July 2007, having risen through the ranks at CBS since joining the company from Warner Bros. in 1997. Since joining CBS, she has been involved in the development of shows such as *CSI*, *Without a Trace*, *Cold Case*, and *Ghost Whisperer*. This fall, her development credits include the Cuban-American drama *Cane*, *Viva Laughlin*, and *Moonlight*.

EDUCATION



**Dr. Antonio Culebras**  
**Professor of neurology**  
**at SUNY Upstate**  
**Medical University**

**Why:** An international expert in stroke and sleep disorders, Dr. Culebras consults at the Sleep Center at Community General Hospital, Syracuse, New York, and is president of the World Neurology Foundation. He wrote the book *Sleep Disorders and Neurologic Diseases*, exploring the relationship between sleep and brain function. His stroke research has been funded by various organizations and associations since 1965.

CORPORATE



**Martin R. Curiel**  
**Vice-President of**  
**Marketing, Denali**  
**Advisors**

**Why:** In July, the Harvard MBA assumed his current post with the largest Native American-owned money manager in the nation. It closed the second quarter of 2007 with \$1.13 billion in funds. Mr. Curiel worked as a farm laborer from age 5 to 19, and saw his father die when the truck carrying their cherry-picking crew crashed. Inspired, the executive founded The Rising Farmworker Dream Fund, which serves the families of impoverished workers.

MEDIA



**George de Lama**  
**Deputy Managing Editor/News,**  
**Chicago Tribune**

**Why:** In 1978, the son of Cuban immigrants joined his hometown paper as a metro writer. Rising through the ranks, opening two Latin America bureaus, and reporting from 55 countries on five continents, Mr. de Lama became the first Hispanic to appear on the *Chicago Tribune's* masthead in 2001. Today, the former Harvard Nieman fellow oversees the paper's news coverage and staff.

CORPORATE



**Alvaro de Molina**  
**Chief Operating Officer,**  
**GMAC Financial Services**

**Why:** In the newly created role he assumed in August, Mr. de Molina is responsible for GMAC's real estate finance and commercial finance businesses, and for all of GMAC's global finance and risk functions. He joined Cerberus Capital Management in June after a 17-year career at Bank of America, serving as chief executive officer of Banc of America Securities and most recently as the bank's chief financial officer. »

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CORPORATE



**Orlando Diaz-Azcuy**  
Designer/Founder, Orlando Diaz-Azcuy  
Designs Inc.

**Why:** The Havana native is based in San Francisco, and both seaside cities influence the UC Berkeley grad's style of simplicity with a touch of glamour. He founded his own firm in 1987, and has since designed international hotels, textiles, and residences, and opened another studio in New York. He has been inducted into Interior Design Magazine's Hall of Fame and received the Star of Design Award from the Institute of Business Designers.

CORPORATE



**Marlene Dooner**  
Senior Vice-President  
Investor Relations,  
Comcast Corporation

**Why:** In 2005, the former vice-president of PNC Bank's Communications Lending Group received the Woman to Watch Accolade from the Women in Cable and Telecommunications Foundation. Today, she serves on the boards of Philadelphia Hospitality and Moore College, in addition to developing and managing company relationships with the investment community and shareholders.

ARTS & ENT.



**Rene Echevarria**  
Writer, Producer

**Why:** His 30-plus episodes of *Star Trek: The Next Generation* and *Star Trek: Deep Space Nine* won him a Humanitas nomination, a Peabody nomination, two Hugo nominations, and a NASA Vision award. In July 2000, he signed on as co-executive producer of *Dark Angel* as part of a multiyear deal with 20th Century Fox Television and is now a writer for *Medium* and co-creator and writer of *The 4400*.

CORPORATE



**Ricardo J. Echevarria**  
Vice-President, Software and Solutions Group, Intel Corp.

**Why:** In addition to his role as a VP, Mr. Echevarria is general manager of Intel Solution Services and Intel Solution Centers, roles he assumed after spending two years as director of product marketing and Internet marketing for two other groups in the company. Before joining Intel in 1994, the graduate of Purdue and Union College was a software developer for IBM in Austin, Texas.

MEDIA



**Andrea Elliott**  
Metro Writer, *The New York Times*

**Why:** Since winning a Pulitzer Traveling Fellowship, Ms. Elliott has circled the globe producing natural history television programs, creating a documentary on inline skating's subculture, covering Latin American politics and natural disasters at the *Miami Herald*, and reporting on the Abu Ghraib scandal. Today, the New York Press Association award-winner focuses her *Times* beat on the impact of 9/11 on American Muslims. (Photo courtesy of The New York Times) »



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ARTS & ENT.



## Lorena & Lorna Feijoo Ballet Dancers

**Why:** Cuban-born sisters who both studied under the legendary Alicia Alonso in their homeland, Lorena and her younger sister Lorna have set the world ballet community on its ear with their spirited virtuosity. Lorena, who came to the United States in the early 1990s, is now a principal with the San Francisco Ballet, while her younger sister Lorna is a principal with the Boston Ballet.

CORPORATE



## Jose W. Fernandez Co-Chair of Latin American Practice, NY Office of Latham & Watkins

**Why:** Mr. Fernandez serves as global co-chair of his firm. For two decades, his practice has focused on Latin American acquisitions and privatization for corporations, governments, and private firms. New York City's Latin media and entertainment commissioner also serves on the boards of Dartmouth College and Ballet Hispanico, and is a member of the Council of Foreign Relations.

CORPORATE



## Raul J. Fernandez Chairman and CEO, ObjectVideo

**Why:** Mr. Fernandez founded Proxicom, which he led from a startup to a publicly traded company, and sold for \$450 million. Instead of resting on his laurels, and his millions, he is rapidly growing another powerful technology company. Today, the President's Council of Advisors on Science and Technology member runs the leading provider of video software for security, public safety, and business intelligence gathering.

EDUCATION



## Ricardo Fernandez President of Lehman College of The City University of New York

**Why:** Puerto Rico-raised Bronx resident Dr. Fernandez has spent 30 years improving education for minority students. At Lehman, he has increased grant-funded research while acting as a valuable economic, cultural, and educational resource for the borough. The chair of the American Council on Education directed its cultural center, Wave Hill, and was a member Mayor Michael R. Bloomberg's Transition Committee.

ARTS & ENT.



## America Ferrera Actress

**Why:** While her star turn in the 2002 Patricia Cardoso film *Real Women Have Curves* won her plaudits, it is as television's *Ugly Betty* [pictured, at left, in character] that Ms. Ferrera finally arrived. She won a 2007 Golden Globe, a Screen Actors Guild Award for lead actress in a comedy, and an Emmy Award for outstanding actress in a comedy series. She was on the big screen this summer in *Muertas* and *Toward Darkness*, while *Under the Same Moon* and *The Sisterhood of the Traveling Pants 2* are coming out soon. »

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### EDUCATION



**Mildred Garcia**  
President, California State University  
Dominguez Hills

**Why:** “We will bring Dominguez Hills to the highest level of excellence for the benefit of our students, faculty, staff, and the state of California,” explains Dr. Garcia about her new role at the Los Angeles County institution. She began her career teaching at New York’s LaGuardia Community College, and later served in various roles at Arizona State University and as president of Berkeley College.

### GOVERNMENT



**Col. Joseph R. Fuentes**  
Superintendent, New  
Jersey State Police

**Why:** The highest-ranking law enforcement officer in New Jersey, Colonel Fuentes was selected for the post in 2003 after a quarter century in the State Police. He was the 1993 New Jersey State Police Trooper of the Year award winner and in 2006 was appointed general chair of the state and provincial division of the International Association of Chiefs of Police.

### CORPORATE



**James Gallegos**  
Vice-President, Corporate  
General Counsel, BNSF  
Railway Co.

**Why:** Receiving a bachelor’s degree from the University of Colorado in 1983, Mr. Gallegos worked as a market analyst for Burlington Northern Railroad. He returned to school, earning a law degree from the University of Minnesota, then clerking for the Federal District Court and serving as a Department of Justice attorney. The former Human Rights Campaign board member returned to BNSF in 2003.

### EDUCATION



**Cynthia Garcia Coll**  
Professor of Education, Psychology, and Pediatrics, Brown University

**Why:** Ms. Garcia Coll has published more than 100 articles on the socio-cultural and biological influences on child development, with particular emphasis on at-risk and minority populations. She was the chair of the Committee on Racial and Ethnic Issues for the Society for Research on Child Development twice, most recently from 2001-05, and is currently on the steering committee of the Society for the Study of Human Development.

### CORPORATE



**Joseph A. Gonzalez**  
Principal, DeStefano and Partners Ltd. architects

**Why:** In June, the internationally acclaimed architecture and interior design firm DeStefano and Partners Ltd. acquired Chicago’s Gonzalez Partners, and with it 30-year veteran Mr. Gonzalez. He led the design of the Lake Point Tower, a \$180 million lakefront development and is currently in the planning stage of projects in Chicago, Dubai, and Vancouver totaling \$500 million. »

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GOVERNMENT



**Joseph Guzman**  
**Deputy Assistant Secretary for Strategic Diversity Integration, Office of the Assistant Secretary of the Air Force for Manpower and Reserve Affairs**

**Why:** With degrees in economics, statistics, and business research, Dr. Guzman has worked as a visiting assistant professor at Georgetown University, the Washington liaison for the Inter-University Program on Latino Research, and for the Department of Defense Biometrics Management Office. He oversees diversity integration for Air Force personnel.

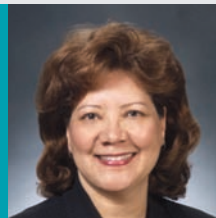
CORPORATE



**Liliana Gonzalez**  
**Chief Design Engineer, Con Edison**

**Why:** Colombian-born and trilingual, Ms. Gonzales joined Con Edison in 1985 as an intern. After serving as a substation manager, systems and project engineer, and director of Equal Employment Opportunity Affairs, today she is the first Hispanic woman to lead Design Engineering, the team that designs the electrical, transmission, and steam systems of New York City's substations.

GOVERNMENT



**Olga D. Gonzalez-Sanabria**  
**Director of Engineering, NASA's Glenn Research Ctr.**

**Why:** Ms. Gonzalez-Sanabria's directorate at NASA includes a workforce of more than 400 engineers, technicians, and support personnel working on engineering design and development, fabrication, systems engineering and integration, and systems analysis. She received the Presidential Rank Award in 2006, the NASA Medal for Outstanding Leadership in 2002, and was inducted into the Ohio Women's Hall of Fame in 2003.

NONPROFIT



**Cosette Gutierrez**  
**National Chair, National Society of Hispanic MBAs**

**Why:** In addition to her role at NSHMBA, the nation's premier Hispanic MBA professional business network, Ms. Gutierrez has been a senior vice-president at Bank of America since 2001, overseeing 30 banking centers in the New Mexico cities of Albuquerque and Santa Fe. Having earned her own MBA at Indiana University's Kelley School of Business, her post-MBA job was an assignment in Buenos Aires for Citibank.

CORPORATE



**Maria G. Gutierrez**  
**Senior VP and General Counsel, New York Life International LLC**

**Why:** Since joining the company as assistant general counsel six years ago, Ms. Gutierrez has been inducted into the New York City Academy of Women Leaders and moved halfway around the world to New York Life's Asia Region. Today the Northwestern University alumna continues to work out of the Hong Kong office, but acts as a leader for the insurer all over the world.



GOVERNMENT

**Steve Haro**  
 Senior Adviser, U.S. Rep. Xavier Becerra

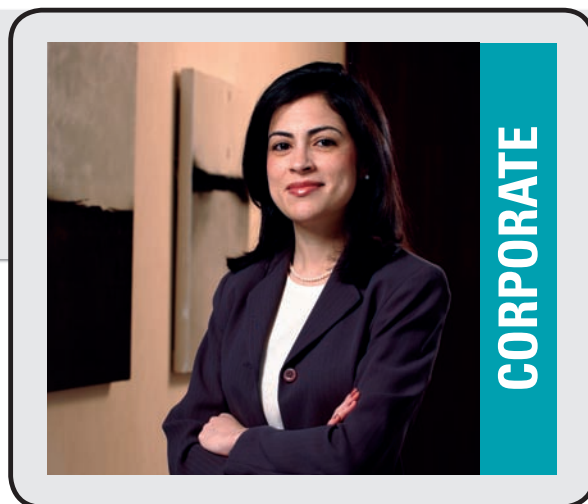
**Why:** Mr. Haro has had a role in 20 political campaigns, serving in roles that ran the gamut from volunteer to campaign manager. He received his latest promotion from Rep. Becerra, a Los Angeles Democrat and assistant to the Speaker of the House, earlier this year. He left Rep. Becerra in 2004 to take a post as the Colorado communications director for Sen. John Kerry's presidential campaign, before returning in 2005.



EDUCATION

**Tanya Hernandez**  
 Professor, Rutgers University School of Law

**Why:** A law professor for over a decade, Ms. Hernandez presently teaches Property, Trusts & Estates, Employment Discrimination, and Critical Race Theory, at George Washington University Law School. Her scholarly interest is in the study of comparative race relations. Her work in that area has been published in the *California Law Review*, *Cornell Law Review*, *Harvard Civil Rights & Civil Liberties Law Review*, *Yale Law Journal*, and many other publications.



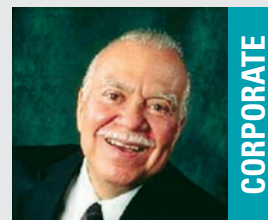
CORPORATE

**Ileana Hernandez**  
 Partner, Manatt, Phelps & Phillips LLP

**Why:** Ms. Hernandez's practice focuses on general business and commercial litigation, and she specializes in bankruptcy litigation where she concentrates on large reorganization cases. In her pro bono work, she has represented families in adoption and guardianship cases, children seeking asylum in the United States, and battered women seeking permanent resident status. In August, she was elected to the board of the Hispanic College Fund.

**Dr. Richard Izquierdo**  
 Founder, Urban Health Plan Inc.

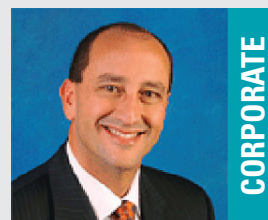
**Why:** In 1962, the pediatrician opened his first practice in the Bronx, two blocks from where he was raised. Five years later, he began a health center that in 1974 became Urban Health Plan, which today provides services to more than 27,000 community residents. He recently received the Albion O. Bernstein, M.D. Award from the New York State Medical Society, the highest honor the society confers on any physician.



CORPORATE

**Roberto I. Jimenez**  
 Vice-President of Corp. Communications and Public Affairs, Cox Enterprises Inc.

**Why:** After four years with the media company, Mr. Jimenez is responsible for leading internal and external communications, public affairs, and Cox's corporate knowledge center. Mr. Jimenez serves on the board of the United Way of Metropolitan Atlanta and chairs Metro Voices/Metro Choices, a research-based community engagement and social change program. As an executive board member of the Georgia Hispanic Chamber of Commerce, he chairs its legislative committee. »



CORPORATE

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### GOVERNMENT



#### **Michael Lopez-Alegria** Astronaut, NASA

**Why:** After accumulating 5,000 pilot hours in 30 different aircraft while in the Navy, Madrid-born Capt. Lopez-Alegria joined the space program in 1992. He has logged more than 257 days in space. In April, he concluded a six-month tour of duty at the International Space Station. His 215-day mission marked the longest single flight by an American astronaut.

### CORPORATE



#### **Marisa Lago** Chief Compliance Officer, Citigroup Corporate and Investment Banking

**Why:** The SEC's former Office of International Affairs director joined Citigroup in 2001 to create and lead its Global Workforce Development office. Ms. Lago also served as Boston's chief economic development officer and New York City's general counsel within its Economic Development Corporation before becoming the global head of all compliance matters in the 90 countries Citigroup operates in.

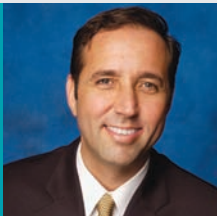
### CORPORATE



#### **Dr. Louis Laguardia** Senior VP Human Resources and Diversity, Denny's Corporation

**Why:** As human resources leader at America's largest full-service family restaurant chain, Mr. Laguardia uses his 25 years of experience, ranging from Frito Lay to American Express to Blockbuster, to promote diversity and attract a high-performing workforce. A native of Cuba, Mr. Laguardia is a distinguished keynote speaker and has addressed audiences at the United Nations World Conference on Diversity.

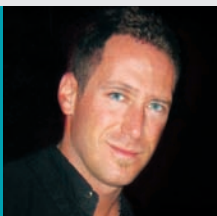
### CORPORATE



#### **George Leon** EVP, Worldwide Consumer Marketing, Columbia TriStar Marketing Group

**Why:** Mr. Leon oversees global promotions and product placement as well as supervising consumer products worldwide. He recently oversaw the promotional campaign supporting the blockbusters *Spider-Man 3* and last year's *The Da Vinci Code*, after having worked his magic on the first two *Spider-Man* films, *Men in Black II*, *Charlie's Angels: Full Throttle*, and *XXX*, among others. Previously, he had established the first consumer promotions division for Fox Family World/Saban Entertainment.

### SPORTS



#### **Brandon Lopez** Director of Photography, Sports, Getty Images

**Why:** Transitioning from high school athlete to the world of sports photography directly, Mr. Lopez began his career with Getty in 1998 when it bought his first employer, Allsport. He has managed photo coverage of events ranging from two Olympics to nine Super Bowls. Mr. Lopez, who has held his post since 2003, oversees a staff of 24 photojournalists covering 30 major events a year. »

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### CORPORATE



**Leo Marmol**  
**Managing Principal, Marmol Radziner & Assoc.**  
**Why:** Mr. Marmol formed his unique architect-led, design-and-build practice with Ron Radziner in 1989. The firm's reputation has grown with projects such as a house for Tom Ford and meticulous restoration of works by Richard Neutra and Rudolph Schindler. The Marin County, California, native was elected to the College of the Fellows of the American Institute of Architects this year.

### GOVERNMENT



**Linda Macias**  
**Chief of Staff, U.S. Rep. Joe Baca**  
**Why:** A 25-year veteran of advising politicians, Ms. Macias has worked with Mr. Baca since 1996, when he was a member of the California Assembly. An advocate for women's issues and electing more Hispanics to Congress, her duties intensified when he was elected chair of both the Congressional Hispanic Caucus and Congressional Hispanic Caucus Institute. She also assisted in starting the political action committee affiliated with the caucus.

### GOVERNMENT



**Tom Luna**  
**Idaho Superintendent of Public Instruction**  
**Why:** Although Mr. Luna was president and owner of a manufacturing business, Scales Unlimited, for 20 years, he was in education long before his election last year. It started with seven years on a local school board, chairing the Idaho Achievement Standards Commission and later the Idaho Assessment and Accountability Commission. In 2003, he served as a senior adviser to the U.S. education secretary.

### NONPROFIT

**Nativo V. Lopez**  
**National President, Mexican American Political Association**

**Why:** Mr. Lopez's positions, which include being national director of Hermandad Mexicana Latinoamericana, require his full-time advocacy for the civil, human, labor, and immigrant rights of Mexicans, Mexican-Americans, and Hispanics throughout the United States. He was a lead organizer in last year's springtime mass protest, pro-immigrant marches, and was part of the creation of the National Alliance for Immigrant's Rights in Chicago.

### NONPROFIT



**Victor M. Marquez**  
**President-elect, Hispanic National Bar Association**

**Why:** Mr. Marquez will head the organization representing 33,000 Hispanic attorneys, judges, law professors, and law students for the 2007-08 year. Mr. Marquez started his career at a large commercial law firm in San Francisco, but three years later, in 1993, he left to be the executive director of La Raza Centro Legal in San Francisco. He currently manages his own law firm, the Marquez Law Group. »

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## The Hispanic Business 100 Most Influential Hispanics®

### GOVERNMENT



**Melquiades "Mel" Martinez**  
U.S. Senator from Florida; General Chairman  
of the Republican Party

**Why:** The secretary of Housing and Urban Development in President Bush's first term, Senator Martinez in 2005 became the first Cuban American to serve in the U.S. Senate and two years later was elected general chairman of the Republican Party. He came to the United States at age 15 as part of Operation Pedro Pan, living with foster families until he was reunited with his family at age 19.

### EDUCATION



**Louis A. Martin-Vega**  
Dean of Engineering,  
N. Carolina State Univ.

**Why:** Prior to joining NC State in August of last year, the president-elect of the Institute of Industrial Engineers led various engineering and manufacturing programs at the National Science Foundation, Lehigh University, the University of Florida, and the Florida Institute of Technology. His interests are manufacturing, logistics, distribution, operations management, and production and service systems.

### EDUCATION



**Martha A. Medrano**  
Director of the Medical  
Hispanic Center of  
Excellence, University  
of Texas Health Science  
Center at San Antonio

**Why:** Dr. Medrano is a professor of psychiatry, pediatrics, and family community medicine focused on the effect of childhood trauma on women drug addicts. She is the south central regional director for Redes En Acción, a multi-site grant funded by the National Cancer Institute, targeting cancer awareness within Hispanic populations.

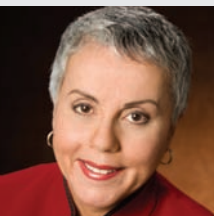
### CORPORATE



**Wanda Medina McDonald**  
Chief Financial Officer, Cramer-Krasselt

**Why:** As the CFO for the third-largest independent advertising agency, with annual billings of nearly \$800 million, Ms. McDonald negotiates multimillion-dollar client contracts, oversees benefits for Cramer-Krasselt's 500 employees, and sits on the company's board. A veteran of three other agencies before starting at C-K, she was promoted to her current position earlier this year, her 10th with Cramer-Krasselt.

### GOVERNMENT



**Ivette Mendez**  
Communications Director, Office of the New Jersey Governor

**Why:** The press secretary for Jon Corzine's gubernatorial campaign and his 2000 Senate race, Ms. Mendez in 2005 was named by then-Governor Corzine to be his communications director. Prior to the recent campaign stint, she was a spokesperson for Verizon Communications for four years. The former newspaper reporter served as communications director for then-Rep. Robert Menendez from 1998 to 2000.



SPORTS

**Omar Minaya**  
**General Manager, New York Mets**

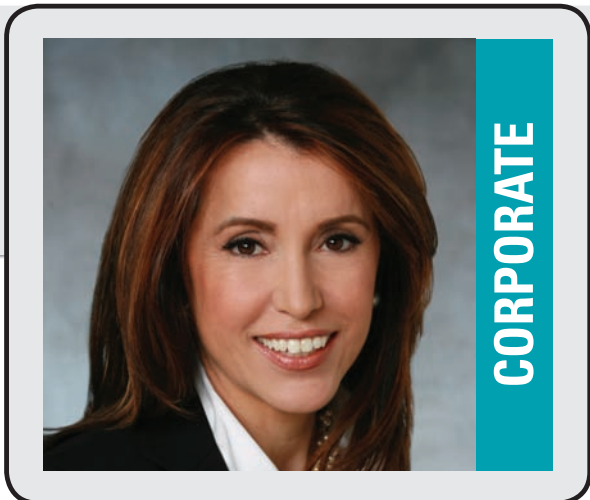
**Why:** The first Hispanic general manager in baseball history when he took the helm of the Montreal Expos in 2001, Mr. Minaya rejoined the Mets organization in 2004. Since then, the former minor-leaguer has heavily recruited Hispanic players, including fellow Dominican Pedro Martinez and Puerto Rican-born Carlos Beltran, and last year the team made the National League Championship Series.



GOVERNMENT

**Gloria Montano**  
**Chief of Staff, Office of Rep. Raul M. Grijalva**

**Why:** What began as an informational interview in 2003 turned into a permanent position for Ms. Montano, 29, one of four Hispanic woman chiefs of staff on Capitol Hill. The University of Arizona alumna serves on the boards of various public interest groups, including a Latina political empowerment group she started.



CORPORATE

**Belinda Menendez**  
**President, NBC Universal International Television Distribution**

**Why:** In her role since 2004, she oversees international free, pay, and new media television licensing for NBC Universal's current and library film and television product, outside of the United States and Canada. Previously, Ms. Menendez served as co-president, Universal Television Distribution, and president, Universal International Television. She joined Universal in 2001, bringing with her 15 years of international film entertainment sales experience.

**Michael Montelongo**  
**Senior Vice-President, Strategic Marketing for Sodexo**

**Why:** Mr. Montelongo served as a congressional fellow and economics professor at his alma mater, West Point, while in the Army. He also served in the telecom and consulting industries, and was appointed assistant secretary of the Air Force by President Bush before starting his career at Sodexo. At the food and facilities management company, he is the chief strategist leading North American planning and development.



CORPORATE

**Leo S. Morales**  
**Co-director, UCLA Resource Center for Minority Aging Research/School of Medicine**

**Why:** Dr. Morales, a practicing physician at UCLA and an associate professor of general internal medicine and health services research, has research interests in minority health, disparities in health care, and psychometrics. He is the current recipient of a Robert Wood Johnson Foundation Health Policy Investigator Award and a Russell Sage Foundation Award to study the effects of acculturation to the United States on the health of Mexican immigrants. »



EDUCATION



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## The Hispanic Business 100 Most Influential Hispanics®

### CORPORATE



#### **Armando Nuñez Jr.** **President, CBS Paramount International Television**

**Why:** Mr. Nuñez earned his job after the merger of CBS Broadcast International and Paramount International Television in August 2004. Under his management, it distributes a comprehensive slate of programs ranging from *Everyone Hates Chris* to *Wheel of Fortune* to *The Oprah Winfrey Show*. He is on the board of NATPE International, the International Council of the National Academy of Television Arts and Sciences, and the business school at Pepperdine University.

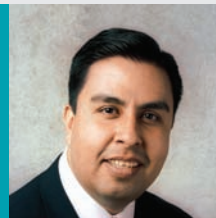
### LAW



#### **Ramon Murguia** **Founder, Murguia Law Office**

**Why:** Mr. Murguia, a veteran Kansas City attorney who founded his own practice in 1991, was named a trustee of the W.K. Kellogg Foundation, an international charitable organization, in April. He also chairs the Greater Kansas City Hispanic Development Fund and the Hispanic Scholarship Fund. He is also the past chairman of the board of the National Council of La Raza.

### GOVERNMENT



#### **Juan Ochoa** **CEO, Metropolitan Pier & Exposition Authority**

**Why:** Since January, Mr. Ochoa has headed Chicago's McCormick Place complex, which brought in \$3.4 billion last year and includes Navy Pier, the city's most popular visitor attraction. For the past 10 years, he has served as president and CEO of the Illinois Hispanic Chamber of Commerce, growing it from 52 members and a \$45,000 budget to more than 1,200 members and a \$1.7 million budget.

### GOVERNMENT



#### **John Olivas** **Astronaut, NASA**

**Why:** Having been born in Hollywood, California, and spent 336 hours of this year in space, he has seen plenty of stars. Since joining NASA almost a decade ago, the resident of El Paso, Texas, resident with a doctorate in materials science has conducted research and developed materials and techniques for extra-vehicular activity, the Jet Propulsion Laboratory, and robotics, and logged 5.8 million air miles aboard the shuttle Atlantis.

### CORPORATE

#### **Emanuel Nunez** **Agent, Creative Artists Agency**

**Why:** During his 16 years at CAA, Mr. Nunez has become perhaps one of the best-known Hispanic agents in the business, helping guide the careers of clients such as Antonio Banderas, Penelope Cruz, and Gloria Estefan. Active in many Latin media organizations, he serves on the advisory board of the District of Columbia's Hispanic Heritage Foundation and as a council member of New York City's Latin Media & Entertainment Commission. »

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## The Hispanic Business 100 Most Influential Hispanics®

### GOVERNMENT



#### **Eddie Alberto Perez** Mayor, Hartford, Connecticut

**Why:** Mr. Perez is his city's first Hispanic mayor, and, after changing the city charter five years ago, its first CEO. He arrived in Hartford in 1969 at age 12, and rose through the city, starting as a VISTA volunteer and ending, just before becoming mayor, as president and executive director of the Southside Institutions Neighborhood Alliance, which created national models for comprehensive community revitalization.

### ARTS & ENT.



#### **Roberto Orci** Screenwriter

**Why:** Mr. Orci is co-writing – along with his creative partner since high school, Alex Kurtzman – the script for the as-yet-untitled 11th *Star Trek* feature film, slated for release in 2008. Their credits include this summer's *Transformers*, the previous year's *Mission: Impossible III*, *The Legend of Zorro*, and Michael Bay's sci-fi thriller *The Island*. They were also writers and executive producers on the award-winning TV spy thriller *Alias*.

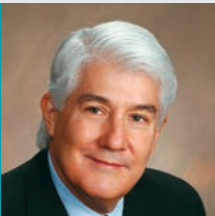
### CORPORATE



#### **Patrick Ortiz** Senior VP and General Counsel, PNM Resources

**Why:** Mr. Ortiz has served as counsel for a number of New Mexico concerns, including the Public Service Commission and the Attorney General's Office before joining the energy company. He won the MALDEF Corporate Social Responsibility Award last year, and he serves on boards such as PNM Resources, the National Hispanic Cultural Center Foundation and the Albuquerque Hispano Chamber of Commerce.

### GOVERNMENT



#### **Raymund A. Paredes, Ph.D.** Commissioner of Higher Education, Texas Higher Education Coordinating Board

**Why:** This El Paso, Texas, native oversees a staff of 390 who cover strategic planning and policy development for Texas higher education. A Vietnam veteran, he spent a decade as vice-chancellor for academic development at UCLA, where he chaired the Cesar Chavez Center for Chicano Studies, and later was director of creativity and culture at The Rockefeller Foundation. The prolific essayist also was vice-president of programs for the Hispanic Scholarship Fund.

### GOVERNMENT

#### **Alejandro Perez** Policy Adviser for the U.S. House Majority Leader

**Why:** Mr. Perez assists Majority Leader Steny H. Hoyer (D-MD) in setting, coordinating, and implementing his legislative agenda, advising him on policy matters and serving as liaison to members of Congress and targeted constituencies. The former executive director of the Congressional Hispanic Caucus joined Representative Hoyer in 2003. From 1995 to 1997, Mr. Perez worked for an immigration nonprofit organization in Dallas, Texas – Catholic Charities-Immigration Counseling Services. »

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## The Hispanic Business 100 Most Influential Hispanics®

CORPORATE



**Marie D. Quintero-Johnson**  
**Vice-President & Director of Mergers and Acquisitions, The Coca-Cola Company**

**Why:** A 15-year veteran of Coca-Cola, Ms. Quintero-Johnson assumed her current post in 2001 and lately has put some fizz back in the brand with her support of some mega-deals, most notably this summer's \$4.1 billion acquisition of Glaceau, the maker of enhanced water brands, including Vitaminwater. She started at Coke as a financial analyst focusing on Latin America.

CORPORATE



**Anna T. Pinedo**  
**Partner, Morrison & Foerster**

**Why:** Ms. Pinedo is an expert on securities and derivatives, advising financial institutions on creating and structuring innovative financing techniques while working with regulators to understand and oversee these products. She is a member of the American Bar Association's Committee on the Federal Regulation of Securities, a member of the subcommittee on Disclosure and Continuous Reporting, and a member of the subcommittee on Securities Registration.

NONPROFIT



**Emilio Pardo**  
**Chief Brand Officer, AARP**

**Why:** The one-time press secretary to Sen. Fritz Hollings, CEO of a telecom firm, and public relations veteran is currently responsible for creating, coordinating, and integrating brand-related plans for the American Association of Retired Persons. He also established and led AARP's cross-disciplinary Innovation Strike Force throughout the summer and fall of 2005, producing a strategic road map for the boomer marketplace.

EDUCATION



**Dr. Alfredo Quinones-Hinojosa**  
**Assistant Professor of Neurosurgery and Oncology, Johns Hopkins University**

**Why:** At Johns Hopkins, the Harvard graduate serves as the director of the brain tumor program at the Bayview campus in Baltimore, where he also conducts extensive research on stem cell origin and its role in fighting brain cancer. He has published multiple studies in brain and spinal cord tumors, as well as stem cell biology. The American Association of Neurological Surgeons honored him in 2004 with the Ronald Bittner Award for his work on neuro-oncology.

CORPORATE



**Paul Raines**  
**Executive Vice-President, U.S. Stores, The Home Depot**

**Why:** Mr. Raines joined The Home Depot in 2000. The native of Costa Rica is the president of The Homer Fund, and sits on the boards of The Home Depot Foundation and The Latin American Association of Atlanta. He is a member of the advisory board for the National Society of Hispanic MBAs, the advisory board of the Industrial Engineering School at Georgia Tech, and The Children's Hospital Costa Rica Foundation. »

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## The Hispanic Business 100 Most Influential Hispanics®

### EDUCATION



**Dr. Clara E. Rodriguez**  
Author, Professor of Sociology at Fordham University 's College at Lincoln Center

**Why:** The former dean of Fordham College of Liberal Studies and consultant for *Dora the Explorer* and *Sesame Street* has written more than 50 articles on Hispanics in the United States and most recently co-authored *Culture and Commerce of Publishing in the 21st Century*. She's on the board of the American Sociological Association and received its 2001 Award for Distinguished Contributions to Research in the Field of Latina/o Studies.

### EDUCATION



**Maggie Rivas-Rodriguez**  
Associate Director, Center for Mexican American Studies, University of Texas

**Why:** A longtime professor of journalism, Ms. Rivas-Rodriguez vaulted from writing the story to being the story with her participation in *Defend the Honor*, a group of Hispanics unhappy the Ken Burns documentary statement on World War II originally omitted any Hispanic voices. Since 1999, Rivas-Rodriguez has spearheaded the U.S. Latino and Latina World War II Oral History Project.

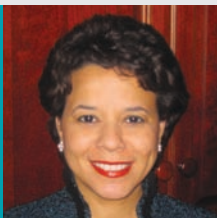
### CORPORATE



**David A. Rodriguez**  
Executive Vice-President of Human Resources, Marriott International

**Why:** Mr. Rodriguez assumed this current role at Marriott in 2006. His earlier positions at the lodging giant include executive vice-president of Human Resources for Marriott Lodging and senior vice-president for staffing and development for Marriott International. In 2004, he was appointed to the board of director's Committee for Excellence.

### CORPORATE



**Ramona E. Romero**  
Managing Counsel, Operations and Partnering, DuPont

**Why:** Ms. Romero is responsible for all facets of DuPont Legal's partnering program. Before accepting that post in 2005, the co-founder and former director of the Dominican American National Roundtable managed complex commercial and antitrust litigation for the firm. She sits on the board of the Hispanic National Bar Association and speaks often on topics such as antitrust law, litigation technology, and diversity in the legal profession.

### GOVERNMENT

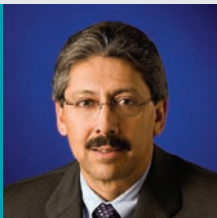
**Roberto Rodriguez**  
Senior Education Adviser, U.S. Sen. Edward M. Kennedy

**Why:** Mr. Rodriguez advises the senator's Health, Education, Labor, and Pensions Committee. His duties include legislative, policy, budget, and appropriations work on a variety of education issues, including the No Child Left Behind Act, Head Start, child care, and the education of special populations. Before working on the Senate Committee, Mr. Rodriguez served as senior education specialist at the National Council for La Raza. »

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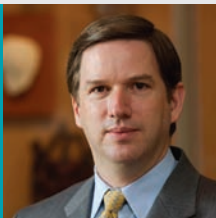
CORPORATE



### **Edward A. Salas** SVP, Engineering and Operations, Pacific Gas and Electric Company

**Why:** Mr. Salas oversees gas and electric strategy, planning, engineering, and operations for both the transmission and distribution systems for the utility that serves northern and central California. Before entering the power grid, he spent 28 years as a rising star in telecom. He worked for California's Pacific Bell and for Vodaphone in Europe.

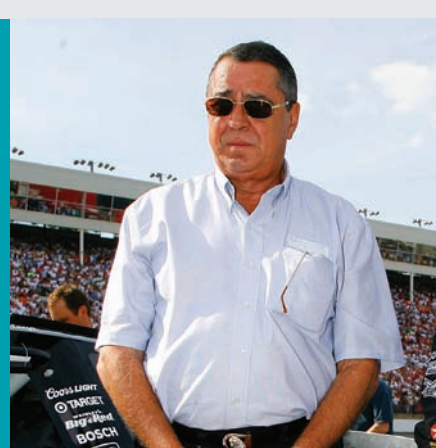
GOVERNMENT



### **Cristian Samper** Acting Secretary, Smithsonian Institution

**Why:** Mr. Samper, since 2003, had served as director of the Smithsonian's National Museum of Natural History when he was tabbed to head the entire organization in March. He received the Derek Bok prize for excellence in teaching when he was a graduate student at Harvard and went on to found and direct the Alexander von Humboldt Institute, the national biodiversity research institute of his native Colombia, from 1995 to 2001.

CORPORATE



### **Felix Sabates** Owner, Minority Partner, Chip Ganassi Racing

**Why:** In 2003, Mr. Sabates and Mr. Ganassi became the first owners to have three drivers claim "Rookie of the Year" honors in stock car racing in the same season. A former owner of the National Basketball Association's Charlotte Hornets, he currently owns several car dealerships and is CEO of FSS Holdings Inc. In a goodwill gesture, Mr. Sabates sold his company, Top Sales Company, to employees at well below market value in 2000.

CORPORATE



### **Carl R. Sanchez** Partner, Corporate Department, Paul, Hastings, Janofsky & Walker

**Why:** Mr. Sanchez chairs the San Diego office and the Global Mergers & Acquisitions Practice Group of the firm he joined in 2003. The former U.S. Air Force intelligence officer – he was a Russian crypto-linguist – now speaks the language of mergers and acquisitions, advising deals such as Applied Micro Circuits Corp.'s \$4.5 billion acquisition of MMC Networks.

GOVERNMENT



### **Jose E. Sanchez** Supervisory Hydraulic Engineer, U.S. Army Corps of Engineers

**Why:** The only Hispanic senior manager in the organization and one of the few in the Corps, Mr. Sanchez accepted a position at the U.S. Army Engineer Research and Development Center 11 years ago. His duties center on navigation on America's rivers, ranging from lock systems to species protection to levee safety. His current position is as the lead for the Corps' \$200 billion Civil Works Asset Management initiative. »

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## The Hispanic Business 100 Most Influential Hispanics®

### CORPORATE

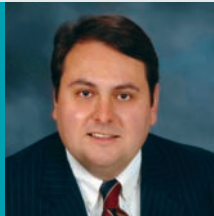


#### **Raul Vazquez**

##### **President & CEO, Walmart.com**

**Why:** In February, Mr. Vazquez was named president & CEO of Wal-Mart Stores Inc.'s Web site, where the five-year veteran of the site had earlier been chief marketing officer. He oversaw the launch of the site's major redesign initiative last year, and managed all marketing and creative functions for the online business, which is currently No. 13 on the Internet Retailer list of largest e-retailers.

### GOVERNMENT



#### **E. Ivan Zapien**

##### **Chief of Staff, Sen. Robert Menendez**

**Why:** Mr. Zapien served with Senator Menendez in the House and later the Senate, and until recently was the only Hispanic chief-of-staff in the U.S. Senate. He was a key player in the senator's re-election last year, possibly the most competitive Senate race that year. In 2002, while at the Democratic National Committee, Mr. Zapien founded and was executive director of the Hispanic Business Council.

### POLITICS



#### **Patti Solis Doyle** **Campaign Manager for Hillary Rodham Clinton's Presidential Bid**

**Why:** Ms. Doyle has known Bill and Hillary Clinton since joining Mr. Clinton's presidential campaign staff as a scheduler in 1992. She has now become the first Hispanic woman to run a presidential campaign, and for the Democratic front-runner, no less. Once Mr. Clinton was in office, Ms. Solis Doyle became scheduler for the then-first lady, and later helped run Mrs. Clinton's two New York Senate races.

### CORPORATE



#### **Maria Schnabel**

##### **Director of External Communications, International, Delta Airlines**

**Why:** In June, this native of Barcelona, Spain, was chosen to develop the media strategy and act as lead spokesperson in Europe, the Middle East, Africa, Asia, Latin America, and the Caribbean for the major U.S. airline. Before joining Delta, Ms. Schnabel was director of multicultural public relations for Cingular Wireless.

### CORPORATE

#### **Judith Zaylor**

##### **Executive VP of Production, Warner Bros. TV**

**Why:** Along with Nina Tassler of CBS, Ms. Zaylor is one of the most influential off-camera Hispanics in television. In her current role, which she assumed six years ago, Ms. Zaylor oversees all production-related functions of the studio's series and TV movies. A WB veteran – she joined Lorimar Home Video, which merged with WB, in 1987 – she has worked on series such as *The West Wing* and *Third Watch* before being promoted. □

## News, Extended Coverage, Redesigned Auto Channel

### Extra Innings



**V**isit HispanicBusiness.com for an expanded version of our piece in this issue on how professional sports are increasingly turning their marketing efforts to the potential Hispanic fans.

The demographic explosion of Hispanics in the United

States, along with the ascension of Hispanics to front-office prominence, such as 2007 Influential and New York Mets General Manager Omar Minaya, have combined to make this courtship one of the most interesting contents to occur off the field of play.

### Media Savvy

One source – HispanicBusiness.com – has been presenting reports on the Nielsen Media Group's Hispanic television audience numbers every week. So when Nielsen announced last month that it was changing how it measured that audience, those in the know turned to HB.com for an analysis of what that really accomplished.

### Talk to the Experts

Last month, Elizabeth J. Cook, director of diversity and the Multicultural Engineering Program at the University of Oklahoma, addressed our Web site visitors in a live chat. The transcript of that talk – an especially useful one for students and parents – can be found at [HispanicBusiness.com/go/livechat/](http://HispanicBusiness.com/go/livechat/). This month, stay tuned for live chats with some of our Influentials.

### Elsewhere at HispanicBusiness.com

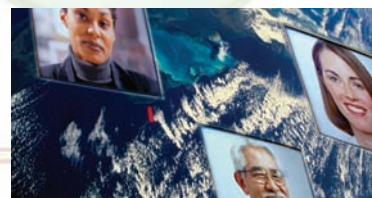
**Auto:** The redesigned Auto Channel made its debut on HispanicBusiness.com in September. The channel is the one-stop destination for buyers and automotive enthusiasts alike. Click on the special channel for exclusive auto reviews, vehicle pricing, industry news, and more.

**Politics:** As the race for the White House continues to grab headlines a half year before the earliest primary, we will be there spotlighting trends and incidents of particular interest to Hispanic voters, ranging from substantive examinations of economic, immigration, and other policies to the day's gaffes and faux pas.

**Technology:** Our newest Web channel covers the information technology explosion and how to harness it to your advantage.

**Entrepreneur:** Each week, we present a new "corporate catalyst" – a high-achieving Hispanic-run company that can teach by example what works, and what doesn't, in becoming successful.

**Business:** Former United Nations economist Isaac Cohen provides a quick weekly insight into the macro-economic trends of the day, in both English and Spanish.



[www.HispanicBusiness.com](http://www.HispanicBusiness.com)