

# LATINAS AND POWER AI CORP

## **MEDIA KIT**

Our mission is to inspire, motivate, encourage and provide tools that enable Latinas to become influential leaders and advocates.

# Our Story

## **ABOUT LATINAS & POWER SYMPOSIUM®**

Since 2004, the Latinas & Power Symposium has brought marketplace and career opportunities together with the Latina market. Our goal is to help Latinas succeed and level-up in their career or business path. We offer professional development experiences through multiple in-person and virtual platforms that elevates their skills and motivate them to take that next step to success. During our annual symposium, we present powerful Latina inspirational speakers and celebrities from across the U.S. who share their personal stories on how they overcame challenges and barriers through the glass ceilings, floors and walls. Each year we invite high school students to join the 450 plus attendees from all industry sectors and non profit organizations. Sprinkled with an exhibitor showcase, numerous networking events, webinars and social media engagement we share strategies for success with each other and promote a positive image of today's Latina.

The exceptional networking opportunities unite women in a spirit of camaraderie enabling us to attract Latinas who are often difficult to reach through traditional channels. The event, incubated in Hartford, Connecticut in 2004, is the largest of its kind in New England and has reached upwards of 10,000+ women since its inception. The ability to have personal interaction with attendees is an attractive draw for sponsors and exhibitors.



## **ABOUT THE LATINAS IN LEADERSHIP INSTITUTE OF NEW ENGLAND**

In December of 2018, Latinas & Power Corporation was established as a 501 (c )3 with a mission to inspire, motivate, encourage and provide tools that enable Latinas to succeeds as influential leaders and advocates. A new cornerstone program administered by Latinas & Power Corp. is called the Latinas in Leadership Institute. Our goal is to prepare Latinas to level-up and take on increasing responsible roles within their company, organizations, and business.

## **OUR FOUNDER AND CEO: MARIYLN ALVERIO. MBA**

Having grown up in an urban neighborhood Marilyn learned early on about the impact of giving back to the community, volunteerism and paying it forward. Her parents migrated to the U.S. from Puerto Rico in the early 1950's and instilled the importance of "la Familia," culture, our language and being involved in "La Comunidad." She earned her B.A from the University of CT. in Storrs, CT and later an M.B.A. from the University of Phoenix. Marilyn has worked in the corporate arena for more than thirty years where she has held numerous management positions within the airlines, pharmaceutical, education, financial and health insurance industries. As an entrepreneur, she led Ethnic Marketing Solutions for 9 years, an agency that focused on strategic marketing for companies interested in learning about and tapping into multicultural markets.

As a recognized multicultural marketing professional, Marilyn has led numerous initiatives that help grow the business.

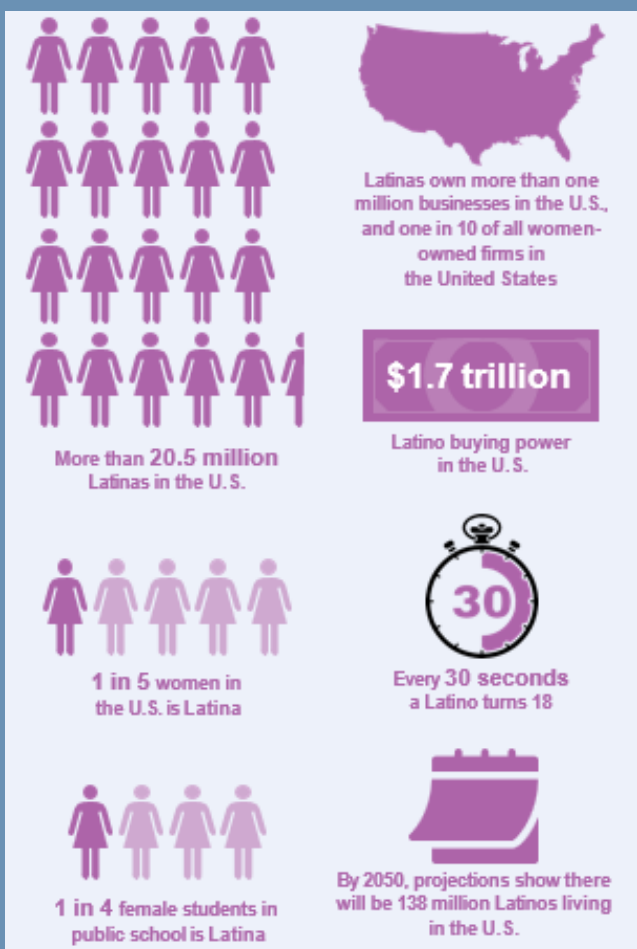


# Our Facts & Data

## COMMUNITY NEED –THE LEADERSHIP SHORTAGE

During the 21st century, the number of Latinos increased at three times the growth rate of the entire population. According to the 2020 Census data, there are more than 60 million Latinos living in the U.S., representing close to 19% of the population. and are the largest racial and ethnic group after non-Latino whites and comprise 21 percent of the Millennial generation. By 2025, the projections point to Latinos making up one-fourth of the entire country and, by 2050, one-third. Latino buying power is approaching \$1.9 trillion. Latinas represent less than 2% in C-Suite, executive level, and on boards and less than 4% in management roles, yet Latinas are the largest workgroup behind non-Latina whites. On the business front, Latinas represent the fastest-growing sector of small business entrepreneurs. While Latinos are influencing popular culture, the political landscape, and the marketplace, we face a paradox that is both invisible and omnipresent.

As college-educated Latinos become an increasing percentage of the available labor force, companies will need to pay attention. Latinas remain one of the least represented in top positions in Fortune 500 companies—And, as far as the gender wage gap, on average in the U.S. who work full time year-round are paid an average 57 cents for every dollar paid to white, non-Latino men.



- THE STUDY REVEALED THAT DESPITE THE DISPROPORTIONATE IMPACT OF COVID ON LATINA/O COMMUNITIES IN THE U.S., THERE ARE SILVER LININGS.
- A COMMON THEME EMERGING FROM THE RESEARCH IS THE FEELING OF "VIRTUAL WORLD CONFIDENCE" AS A RESULT OF HAVING FEWER BARRIERS TO ACCESS THE CORPORATE LEADERSHIP THROUGH VIRTUAL MEETINGS.
- THE CURRENT CORPORATE FOCUS ON DIVERSITY, EQUITY, AND INCLUSION (DEI) INITIATIVES IS OPENING INCREASED OPPORTUNITIES FOR LATINAS AND OTHER WOMEN OF COLOR TO GAIN A SEAT AT THE DECISION-MAKING TABLE IN THE PRIVATE SECTOR, GOVERNMENT, AND IN THE NONPROFIT WORLD.
- THE STUDY ALSO UNDERSCORED THAT THERE IS STILL MUCH WORK TO BE DONE TO DISMANTLE STRUCTURAL EDUCATIONAL, ECONOMIC, AND CULTURAL BARRIERS THAT PUT MANY LATINAS AT THE DISADVANTAGE AS THEY ENTER THE WORKFORCE.

[1] Fulfilling America's Future in the U.S. Patricia Gandara, Professor of Education, UCLA, Co-Director, The Civil Rights Project and The White House Initiative on Educational Excellence for Hispanics

# Our Work & Impact



## IMAGINE HOW DIFFERENT THE WORKFORCE, THE COMMUNITY, & THE POLITICAL ARENA WOULD BE WITH EMPOWERED LATINAS AT THE FOREFRONT?

Our annual symposium serves as one of our largest fundraising efforts and each year more energized for the sole purpose of bringing together professionals, workforce leaders, and public figures to inspire and transform Latinas to their full potential. The women who attend leave equipped with empowerment tools to become fearless leaders in the workplace.

At Latinas & Power, our role is to build and sustain a vibrant group of women who are deserving of equal pay, promotions, and have the knowledge to push back against gender gap disparities help them move up the ladder to upper management positions. Latinas must claim their seat at the decision-making table as individuals and recognize their combined wisdom through Latina affinity networks and events.

## THE FIVE PILLARS OF OUR WORK IN THE LATINA COMMUNITY

### WEBINARS

Tools and resources that enable Latinas to take the next step in their journey!

### SYMPOSIUMS

All it takes to empower Latinas! Our presenters give the tools to turn ideas into reality!

### SOCIAL MEDIA PLATFORMS

Internationally recognized profiles that amplify Latina voices and content!

### NETWORKING EVENTS

Cultivate connections to top professionals and organizations!



LATINAS IN  
LEADERSHIP  
INSTITUTE

# Our Media & Contacts

## OUR LOCAL, NATIONAL, AND INTERNATIONAL PRESS

[“Latinas and Power Symposium in Hartford celebrates successes and resilience”](#)- CT Public Radio

[“Latinas and Power Symposium celebrates 20th anniversary in Hartford”](#)- Record Journal

[“Latinas and Power Corp. empowers Hartford students for Career and Opportunity Day”](#)- Fox 61

[“Latina’s & Power Corp. release data from report”](#)- WTNH News Channel 8

[“Latinas & Power Corp. Releases Report: ‘The Latina Pathway to Excellence in a Post-Pandemic World’”](#)- Fox 61

[“Lamont appoints Alverio to serve on cannabis Social Equity Council”](#)- Hartford Business Journal

[“Meriden native creates event to empower Latinas”](#)- Record Journal

[“New Report Sheds Light on the Latina Leadership Gap”](#)- BE Latina

[“These non-profit organizations are Making an ImpaCT in 2022”](#)- Fox 61

[“Amiga, Handle Your Shit”](#)- Podcast Appearance Featuring L&P CEO



## OUR GLOBAL REACH

10,300+

Facebook: 4500+ Followers <https://www.facebook.com/Latinaspower>

Twitter: 1200+ Followers <https://twitter.com/latinaspower>

Instagram: 3500+ Followers <https://www.instagram.com/latinasantpower/>

Youtube: 160+ Subscribers <https://www.youtube.com/channel/UCbZnDh8IPb301OGcWuajcuw/featured>

LinkedIn: 1000+ Followers <https://www.linkedin.com/company/latinaspower/>

