

# Latino Leaders

The National Magazine of the Successful American Latino

## The Inaugural Ones to Watch The Inspired Leaders

**ALSO:**  
COCA-COLA'S  
BEA PEREZ:  
KEEPING  
IT FRESH

**GIVING  
A VOICE:  
MARIA  
HINOJOSA**

**SPECIAL  
SECTION:  
LATINOS IN  
NASCAR**

**ANNUAL SECTION:  
BEST OF THE  
BEST 2009**

**FELIX PALAU  
ANA CAMPOS  
JOEL AYALA**

"Leaders are visionaries with a poorly developed sense of fear and no concept of the odds against them."

Robert Jarvik

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The background of the entire page is a close-up of a camera lens, showing its intricate internal elements and the silver-colored outer ring. The lens is centered in the upper half of the image. Overlaid on the lens is the main title. The words 'The Inaugural' are in a smaller, blue, serif font. Below them, 'Ones to Watch' is written in a large, bold, orange-outlined sans-serif font. Underneath that, 'The Inspired Leaders' is in a white, serif font. At the bottom right, there is a line of smaller white text: 'Compiled and Written by Allena Tapia'. The bottom half of the page features a dark blue background with a pattern of overlapping, semi-transparent white and light blue geometric shapes, resembling a mosaic or a stylized globe. Faint, light blue text is scattered across this background, including phrases like 'PERSON; I FIND', 'ING IN CONVERSATION', 'CURIOUS', 'IES', 'AND', 'IN THIS WAY', 'NO RACE OF', 'AFFECTED', 'THE DR', 'WILLONS A', 'GREATS', 'RE NEXT', 'INTEL', 'A', 'UNIVERSITY', and 'CON'.

# The Inaugural Ones to Watch

## The Inspired Leaders

Compiled and Written by Allena Tapia

It's the end of a decade, the Census is coming up, and Latinos want to know where we stand. We hear the lip service on our growth, on our contributions, on our numbers, but it's hard to put all that into perspective ... until now. Latino Leaders Magazine has scoured the country (and even went beyond our borders) to put a face on the rising and emerging stars in the Latino world. Whether in business, sports, politics, the arts, or healthcare, we know we contribute. Keep an eye on these Latino superstars.



## Nidia Bautista

Policy Director, Coalition for Clean Air.

### Thoughts on leadership:

*"The environmental movement is no longer for the few, but for the many. In the future, I would like to see more*

*Latino and other minority voices take a stand for cleaner air. Air pollution knows no race or borders; we are all affected by it."*

**Why she was selected:** In her five years with the Coalition, Bautista has managed advocacy and outreach efforts in California's inland valleys, worked to reduce particle and smog

pollution in the San Joaquin Valley, and help reduce pollution from port operations. She spearheads the statewide Environmental Health Legislative Working Group, which oversees inland valley efforts and air toxics campaign. She is a contributor to *Paying with Our Health: the True Cost of Freight Transportation* a statewide report by the Pacific Institute and a member of the planning committee for the annual UCLA Transportation, Land Use and Air Quality Summit. Prior to joining the Coalition for Clean Air, Nidia was a field representative for then-Congresswoman Hilda L. Solis. She attended California State Polytechnic University, Pomona majoring in political science.

**Rising Star:** The Green movement is no longer a movement—it is here to stay. As more Americans take initiative and continue environmental efforts, Bautista will be there to lead and advocate for a healthier California, and a healthier United States.

## Andrew Manuel Crespo

Law Clerk to Judge Stephen G. Breyer, United States Supreme Court.

**Thoughts on leadership:** *"It was only a few decades ago that the first Latino students were admitted to this country's top law schools. Today, members of that same pioneering generation hold leadership positions across government, academia, and private practice. Young Latino and Latina lawyers like me benefit immensely from the trailblazing accomplishments of our role models, as does the entire legal profession."*

**Why he was selected:** Crespo graduated from Harvard College magna cum laude in 2005 with highest honors in Social Studies. During college, he was awarded the inaugural Susan C. Eaton Community Organizing Fellowship for his work studying and practicing community organizing in the diverse immigrant neighborhoods of East Boston. After graduating from

college, Crespo attended Harvard Law School, where he was elected the first Hispanic president of the Harvard Law Review, the nation's oldest journal of legal scholarship. As president, he oversaw the publication's operations and served as its editor-in-chief. Upon graduating from Harvard law, Crespo served as a law clerk to Judge Stephen Reinhardt of the Ninth Circuit Court of Appeals. He currently serves as a law clerk to Associate Justice Stephen G. Breyer of the United States Supreme Court.



**Rising Star:** Those in the know took interest when Crespo was elected the first Latino to serve as president of Harvard Law Review. After all, the first African-American Editor in Chief of the publication, Barack Obama, certainly went on to do great things. The Latino community is watching Crespo's career unfold.



## Marlon Q. Paz

Senior Counsel to the Director of Trading and Markets, U.S. Securities and Exchange Commission and President, Hispanic Bar of D.C.

**Thoughts on leadership:** *"The Latino community is rich with the talent necessary to solve some of the most vexing issues affecting our financial markets today. Yet, despite the large impact on our community and the deep talent pool, there are relatively few Latinos in financial regulation, especially at the leadership levels. It is critical to increase the diversity in an area that significantly affects the lives of so many in our country. I consider it a responsibility to reach out to other Hispanics and do my part to increase the pipeline of Latinos entering the financial sector."*

**Why he was selected:** Paz serves as legal advisor to the Director and consults with the Director on a range of policy issues, including a central role in developing the SEC's positions on regulatory and enforcement matters, and initiatives to address the current financial stress in the markets. He is also an Adjunct Professor at Georgetown University Law Center, is President of the Hispanic Bar Association of DC, and Director of the Hispanic National Bar Foundation. Awards include the Leadership Award by the Hispanic National Bar Foundation, the SEC's EEO Award for his work with Howard Law School, and recognition as a Rising Legal Star by the Hispanic Bar Association of DC. Paz was also appointed as Ambassador by the Business Law Section of the American Bar Association.

**Rising Star:** Paz has solidly positioned himself as the leader and resource needed in the current financial sector, but it is his willingness to pull more young Latinos into the pipeline that will positively impact his career and community.



**Laura Nieto**

Southwest Airlines  
Senior Manager of  
Corporate Community Affairs

**Thoughts on leadership:** *"At Southwest Airlines, we serve an increasingly diverse Customer base. As a leader in the aviation industry, we also welcome Latino Employees in all areas of*

*our operation to grow into leadership roles and embrace our Culture of Inclusion."*

**Why she was selected:** Since joining Southwest, Nieto created several multicultural marketing, adver-

tising, and promotional initiatives, and laid the foundation for Southwest's positioning within multicultural communities, making the airline an innovator in the Hispanic community. She launched the Spanish-language-dedicated Web site, southwest.com/vamonos, featuring the first complete online booking experience in Spanish. Within Southwest, Nieto also has responsibility for taking the company's message to key power groups such as women, seniors, the military and other diverse communities.

**Rising Star:** Yes, Nieto has a large responsibility in shaping the outreach of a corporate giant, but what we like is that she performs many of her tasks on the ground, within the community. As she continues to help lead Southwest, her passion and drive will continue to be apparent.

**Javier Maynulet**

Chief Financial Officer,  
Telemundo Communicatio Group

**Why he was selected:** Maynulet has comprehensive financial responsibility for Telemundo Group, including overall contollership, strategic and tactical planning and analysis, and the short and long term planning process. He reports directly to Telemundo President Don Browne. Prior to this role, Maynulet oversaw financial performance for all of NBCU TV Studios productions, playing a key role in record profits in 2008. He also worked on the ground as Director of Finance at a TV station in Miami. Maynulet was nominated to the Experienced Financial Leadership Program, where he

completed a Business Project with GE Healthcare in Latin America and an audit at GE Corporate in Fairfield. Honors include the GE Finance Leadership award and being named as most Powerful and Influential Latino in Entertainment by the Imagen Foundation. Born and raised in Puerto Rico, Maynulet is a graduate of Boston College.



**Rising Star:** When Maynulet was named the Most Powerful and Influential Latino in Entertainment, we took notice. Maynulet's solid financial leadership is integral to Telemundo's success.



**Marieli E. Colón-Padilla**

Chairwoman, National Hispanic  
Leadership Institute and Vice  
President, FH Hispania®.

**Thoughts on leadership:**

*"The private and public sectors are stepping beyond their comfort zone and re-thinking their approach when extending outreach to Hispanics. To keep moving closer towards this goal, it is essential that organizations not only have multilingual teams, but that their efforts reflect a clear understanding of the nuances that exist within the culture and the diversity represented by those they want to serve."*

**Why she was selected:** As Vice President of Fleishman-Hillard's Hispanic issues and marketing communications practice, Colón-Padilla has more than a decade of expertise in reaching Latino consumers through marketing efforts for the nonprofit sector. She was recently invited to be a

part of America's Leaders for Change of the National Urban Fellows, but her leadership recognition goes far beyond that. She completed a Nonprofit Management Executive Certificate Program from the Center for Public & Nonprofit Leadership at Georgetown University, a Leadership Development Program for Minority Managers Certificate through Johns Hopkins University, the Leadership Development Program through the center for Creative Leadership Institute in Lisbon, Portugal, the Effective Change Through Public Policy and Management Executive Certificate Program at Harvard University, and a Corporate and Civic Governance Executive Education Program at the Harvard Business School. In addition to her upcoming appointment at NHLI, Marieli also serves on several boards such as the National Alliance for Hispanic Families, Girl Scouts Women's Advisory Board, Board of the U.S. Hispanic Leadership Institute and the Commission to End Health Care Disparities.

**Rising Star:** Colón-Padilla's involvement and achievements speak for themselves, with her leadership skills plainly foretelling an equally busy future leading U.S. Hispanics.