

Hispanic Heritage Month **Leadership Roundtable**

TIME	ACTIVITY	WHO	COMMENTS
11:45 AM - 12:15 PM	Meet & Greet External Guests and Hershey Leaders	LBRG Leads	14 East Lobby
12:30 PM - 1:30 PM	Executive Lunch	External Guests Hershey Leaders	14 East
1:30 PM - 2:00 PM	Break		
2:00 PM	Welcome - Speaking points Opening Remarks Introduce Panelists	Michele Buck	14 East Mini Theatre
2:15 PM - 3:00 PM	Roundtable Questions:		14 East Mini Theatre
	1. What trends do you see among US Latino consumers in 2013? In 2020 or beyond?	Marie Quintana Stuart Jara	
	2. What innovative digital and social media trends have you seen to reach this consumer?	Pete Irizarry Marie Quintana	
	3. How are business resource groups driving value externally (customers, consumers)? What best practices have you seen regarding 'business resource groups'?	Santiago Carmona Manny Trujillo	
	4. What can Hershey start doing now to accelerate its pipeline of Latino leaders? What can Latinos do to develop themselves?	Stuart Jara Santiago Carmona	
5. What career experiences do you think are critical in order to succeed as a leader?	Manny Trujillo Pete Irizarry		
3:00 PM - 3:15 PM	Closing Remarks	Michele Buck	
3:30 PM - 5:30 PM	Reception		





SANTIAGO CARMONA
National Vice President

Corporate Development Association of Latino Professionals in Finance and Accounting

Santiago Carmona joined the ALPFA National Staff in November 2011 as National Vice President, Corporate Development after a career with The Walt Disney Company spanning over ten years in their Parks and Resort Division. At Disney, he was responsible for business development for their destinations in Florida, California, Hawaii, Paris, Hong Kong and the Disney Cruise Line. Santiago has over twenty years of business development and management experience with hospitality companies such as: Starwood Hotels & Resorts, Inter-Continental Hotel Group and Omni Hotels & Resorts.

At ALPFA, he leads a dedicated group of national staff members focused on developing long-term relationships with ALPFA's constituency built on trust and exceptional service. His primary responsibility is to establish the strategic plan that promotes the Value of ALPFA to the Fortune 500 - ALPFA builds Latino business leaders by creating opportunities, adding value and building relationships for our three stakeholders: members, corporate partners and community.

While new to ALPFA's national staff, he is certainly no stranger to ALPFA. He wore the corporate sponsorship hat during the negotiations that resulted in The Walt Disney Company becoming ALPFA's first million dollar sponsor in January 2006. . .

As a passionate ambassador and Board member for the ALPFA New York Chapter, he was recognized for his leadership efforts with the ALPFA North Region Member of the Year Award at the 2007 Annual Convention. He served as ALPFA New York Chapter President from August 2007 to October 2008, leading a nineteen member Board of Directors. During his leadership of the ALPFA NY Chapter, membership grew by 62% from 807 members to over 1,300. He completed his two-year term in October 2010 as Immediate Past President and exited the Board of Directors with a Chapter membership of over 1,800 members.

His commitment to volunteerism and the professional development of his community resulted in leadership positions with other professional member organizations. He is a graduate of The City University of New York with a degree in Hospitality Management.



PEDRO (PETE) IRIZARRY
Senior Vice President / Managing Director

Cline Davis and Mann

Pedro (Pete) Irizarry, Senior Vice President, Managing Director at Cline Davis and Mann, has led a successful career working on a diversified group of blockbuster billion dollar brands for large, blue chip global pharmaceutical and biotech companies such as Gilead, Novo Nordisk, Janssen, AstraZeneca and Bristol-Myers Squibb.

Pete's success is built upon leading integrated teams towards delivering innovative solutions for both consumers as well as healthcare professionals.

His passion for marketing and advertising has been rooted in keeping the patient experience at the center of what he does, working to ensure audiences receive healthcare communication that is both meaningful and motivating. Developing innovative marketing initiatives that speak to Hispanic audiences is something he takes personal interest and pride.

During his career, Pete has learned about and participated in the marketing of brands from every vantage point. As part of Wyeth's sales team, he saw firsthand the impact healthcare communications and programs would have within the patient community. At Janssen, Pete led the development of the first Hispanic-focused disease state awareness campaign for schizophrenia and mental illness.

Pete went on to earn his MBA in marketing from Rutgers University to hone his business strategy and marketing skills. He spent several years in the consumer package goods space with Reckitt Benckiser, working on leading household brands such as Lysol and Easy Off, before coming back to healthcare—his true passion.

At CDM, the world's largest fully integrated global healthcare communications company, Pete has helped grow the Novo Nordisk flagship hemophilia brand to achieve billion-dollar status. He has presided over innovative initiatives that have made a significant impact on sales, customer access, and disease state awareness. His responsibilities also include new product commercialization for drugs in late stage development. Pete's experience spans therapeutic areas such as HIV, Rheumatoid Arthritis, Schizophrenia and Bipolar Disorder.

Pete guides each team to meet the challenges of an evolving healthcare market. His commitment to discovering new methods, messages, and resources to engage audiences is what helps brands achieve continued success.

Today, that experience has magnified and transformed how CDM approaches a brand's potential to become great.





STUART JARA
CEO
TransCryogen

Stuart Jara has ascended to top-ranking executive management in a globally focused career. He has managed global business in both large publicly traded companies, to mid-market size portfolio companies held by Private Equity firms, to start-ups. Stuart is currently CEO of TransCryogen, a company he started in 2010 and recently sold to IHL, a USA alternative energy company and currently serves on its Board of Directors.

TransCryogen focuses on converting customers in Latin America from traditional fuels, diesel, propane and bunker, to LNG a less expensive and more environmentally friendly fuel. After conversion, TransCryogen sources and distributes LNG to these customers. Stuart also sits on the national board of the National Society of Hispanic MBA (NSHMB), the premier organization for Hispanic business professionals, where he led the development of the organization's new strategic direction and currently serves as its vice chair.

In 2008 through 2010 Stuart was with Taylor-Wharton, a \$100 million global manufacturer of equipment held by Private Equity, where he was tapped to spearhead the troubled business as its president. Through his effort in transforming the business, the company was able to successfully restructure and emerge from bankruptcy.

Previously Stuart spent 12 years with The Linde Group, a leader in the industrial gas industry with \$19 billion sales. He rose through the organization working in various functions including business development, financial management and general management. He actively participated in identifying, developing and executing over \$2 billion of investments in over 12 countries spanning 5 continents.

Prior to leaving Linde he held large senior P&L responsibilities. For two years he had P&L responsibility, as vice president of the tonnage business Americas, a \$1.2 billion business that spanned across the Americas. Prior to this role Stuart had served as the Latin America business unit head, a role involving leadership of more than 300 employees in operations spanning multiple countries and generating more than \$20 million in profit. This position required strong leadership and change management skills as he was charged with establishing the Latin American region into its own business unit. Stuart also served on a board of a \$200 million Chilean based company.

Stuart Jara began his career in 1991 at Westinghouse Electric Corp where he worked as a sales engineer. He obtained his M.B.A. in finance and strategy in 1996 from The University of Michigan Stephen M. Ross School of Business. In 1991 he earned dual degrees from Lehigh University, a B.S. in Mechanical Engineering and a B.A. in International Relations. He currently lives in New Jersey with his family.



MARIE QUINTANA
President / CEO
The Quintana Group

As President and CEO of the Quintana Group, Marie directs the work of a full-service management consulting firm working with leading companies and brands to define, refine, and implement business strategies to maximize sales results. Specific areas of expertise include: retail and go-to-market strategies and execution; consumer, shopper, and customer insights; multicultural marketing, with a focus on winning with Hispanics; and collaboration across organizations to achieve corporate goals. Marie is also a nationally recognized leader and speaker on the topic of developing female leaders.

Previously, Marie spent 14 years with PepsiCo. Most recently, Marie served as the Senior Vice President of PepsiCo Multicultural Sales and Marketing. Marie led the customer strategy for PepsiCo's Multicultural markets, taking an integrated approach to align brands, retail activation programs and community initiatives. She also developed strategies to enhance consumer loyalty and strengthen community partnerships with PepsiCo's strategic customers.

She also served as PepsiCo Vice President of Global IT Strategy and Capability and Vice President of Technology where she directed the PepsiCo IT Technology organization and was instrumental in creating the first PepsiCo IT shared services.

Marie served in executive sales and consulting roles at Perot Systems and IBM. Marie spent 13 years with IBM where she served in sales and marketing leadership positions leading integrated business solutions for customers in the Consumer Packaged Goods Industry.

Among her many affiliations, Marie served on the board of the Network of Executive Women for Consumer Products and Retail and chaired the Corporate Board for Latina Style. She has been named one of the Top Women in Grocery by Progressive Grocer, and is featured in the book The New Woman Rules. She holds a B.A. in Psychology from Louisiana State University and Master's degree from Tulane University.

Commitment to family and community are as important to Marie as her work. She is a native of Cuba and is fluent in Spanish. Marie currently resides in Dallas with her three children.



MANUEL TRUJILLO

President
Swain Techs

Manuel is the President of Swain Techs. Since his acquisition in December 2009, Swain Techs has triple revenues, become an award winning quality oriented (ISO 9001), a Minority Development Supplier for Fortune 500 (MSDC) and Federal minority certified 8(a) small business. Swain Techs, located in Greater Philadelphia, PA, and Washington, D.C.

Swain Techs provides strategic technology solutions in Cyber Security, Engineering and Managed Services. Swain Techs recently won \$9M dollar Navy, US Department of Health and Human Services and Defense Logistics Agency contracts; and was awarded the 2011 Hispanic Business of the Year award in Philadelphia, PA, named as finalist at the SmartCEO Voltage 2013 in Philadelphia and in 2012 was selected by the MBDA (Minority Business Development Agency) as the representative company for the State of Pennsylvania.

Prior to Swain Techs, Manuel was the Director of Product Marketing for Motorola, where he was responsible for developing market-expansion business plans, and managing product activity globally growing product lines from \$40 million to \$400 million in four years. Manuel has also served as Chief Executive Officer and founder of NewNet S.A., a leading system integration company for enterprise networks in Bogota, Colombia which currently employs 100+ engineers under his brother's leadership.

Manuel holds a Bachelor of Science degree in Civil Engineering from Escuela de Ingenieria de Antioquia in Colombia, and a Master of Business Administration from Columbia Business School in New York, NY. He received a Certificate of Special Studies in Administration and Management from the Harvard University Extension School in Cambridge, MA. He also earned a Black Belt Digital Six Sigma Certification while at Motorola.



MICHELE BUCK

President, North America
The Hershey Company

Michele G. Buck is President, North America, for The Hershey Company. She is responsible for leading the U.S. and Canadian businesses, delivering \$6 billion of revenue and \$1.8 billion in operating income, representing 90% of the Company's revenue and more than 100% of Company profit.

Prior to her current position, Buck was Senior Vice President, Chief Growth Officer, where her primary focus was creating and driving a transformational growth agenda for The Company. She was responsible for Hershey's Companywide Strategy, Insights, Analytics & Knowledge, Disruptive Innovation, Research & Development, Commercial Retail Business, Corporate Social Responsibility, and Communications.

Previously, Buck was Senior Vice President, Global Chief Marketing Officer, responsible for building Hershey's consumer centric approach and driving world-class marketing and innovative growth platforms across the globe. Buck joined Hershey in April 2005 as Senior Vice President, President, U.S. Snacks Group.

Prior to joining Hershey, Buck was an officer of Kraft Foods and during her 17-year tenure at the company held numerous senior positions, including Senior Vice President and General Manager, Kraft Foods Confections where she led the operations of Kraft's confectionery business including brands like Lifesavers, Altoids, and Kraft marshmallows, Vice President Marketing Planters Division, and Managing Director, Nabisco Refrigerated Foods. She started her career at the Frito-Lay division of PepsiCo. Throughout her career, Buck has driven profitable growth through the creation of growth agendas, driven via world class insights, iconic brands, and consumer and customer driven growth initiatives, as well as improving business operations and investment profiles to drive profitability.

Buck grew up in Central Pennsylvania. She earned her undergraduate degree at Shippensburg University and holds a Master's of Business Administration degree from the University of North Carolina at Chapel Hill. Buck currently serves as a Benefit Co-Chair for the Children's Brain Tumor Foundation. She lives in Hershey with her husband, two daughters and one son.

