SPEAKERS
JAN 29, 2021
STATE OF LATINO ENTREPRENEURSHIP FORUM

MARY C. DALY
PRESIDENT AND CEO, FEDERAL RESERVE BANK OF SAN FRANCISCO
Dr. Mary C. Daly is the President and CEO of the Federal Reserve Bank of San Francisco. As a participant on the Federal Open Market Committee, she helps set American monetary policy that promotes a healthy and stable economy. Since taking office in October 2018, Daly has committed to making the San Francisco Fed a more community-engaged bank that is transparent and responsive to the people it serves. She works to connect economic principles to real-world concerns and is a sought-after speaker on monetary policy, labor economics, and increasing diversity within the economics field. Daly earned a bachelor's degree from the University of Missouri-Kansas City, a master's degree from the University of Illinois Urbana-Champaign and a PhD from Syracuse University. She also completed a National Institute of Aging post-doctoral fellowship at Northwestern University.

ERIC DONNELLY
PRESIDENT AND CEO, BEPC INC.
Eric Donnelly is CEO of Capital Plus Financial, which through its holding company, Crossroads Systems, is the first publicly traded nonbank Community Development Financial Institution (CDFI), providing affordable housing and mortgage financing to Hispanic communities. Donnelly has 20 years of expertise in banking and specialty finance focusing on small business, consumer, and CRE lending. He is a member of the Latino Corporate Directors Association whose mission is to develop, support, and increase the number of U.S. Latinos on public corporate boards. He has a B.A. from SMU and is a graduate of The Center for Houston’s Future Leadership Program and Stanford Latino Entrepreneurship Initiative Education Scaling program.

VICTOR ARIAS JR.
CHAIRMAN AND COFOUNDER, LATINO BUSINESS ACTION NETWORK
Victor Arias Jr. is a managing director and partner in charge of DFW Office at Diversified Search. He earned his MBA from Stanford University and BBA from University of Texas at El Paso, where he was named Distinguished Alum in 2009. He is a trustee emeritus for the Stanford University board of trustees, the current chairman of the Latino Business Action Network, and a former member of the Stanford GSB Advisory Council. He serves on the UTEP development board and is a past White House Fellows commissioner. Arias served on the board of Popeye's Louisiana Kitchen (NASDAQ: PLKI) for 15 years until his retirement in 2016. He is also former national president and cofounder of the National Society of Hispanic MBAs, former member of the Notre Dame Institute of Latino Studies board, and a founding board member of the recently formed Latino Corporate Directors Association, a membership group for Hispanic corporate directors.

PERSIS S. DRELL
PROVOST, STANFORD UNIVERSITY
Persis Drell is the provost at Stanford University, the James and Anna Marie Spilker Professor in the School of Engineering, a professor of materials science and engineering, and a professor of physics.
Prior to assuming her current post in February 2017, Drell was the Frederick Emmons Terman Dean of the Stanford School of Engineering and director of U.S. Department of Energy SLAC National Acceleratory Laboratory. Drell received her bachelor's in mathematics and physics from Wellesley College and her PhD in atomic physics from the University of California, Berkeley. Before arriving at Stanford in 2002, she was a member of the physics faculty at Cornell University.
MERCEDES O. ENRIQUE  
PRESIDENT, CMS CORPORATION
Mercedes Enrique is President and Owner of CMS Corporation, a federal government and industrial construction contractor. Since 2004, CMS has grown from one to five locations and from 8 to 89 employees. CMS has successfully captured Department of Defense multi-year contracts with $6.3 billion in contract capacity spanning 30 states, Guam and a worldwide contract. Enrique serves on the Indiana Chamber Board and is active with the Society of American Military Engineers, the Mid-States Minority Supplier Diversity Council, and the Latino Business Action Network. She earned a BSE in Computer Engineering and an MBA in Finance from the University of Toledo.

DAVID FAVELA  
CEO & FOUNDER, BORDER X BREWING LLC
David Favela is a first generation American born to Mexican immigrants. He holds a B.A. and an MBA from UCSD, School of Global Policy & Strategy, and was a Woodrow Wilson Fellow at Princeton University. Favela has worked at HP for over 20 years, in a variety of roles from Supply Chain, Business Development to his role as Global Business Manager for HP Education. He started Border X Brewing in Barrio Logan, a historic Latino community that had been economically depressed for over a decade. Border X is the first wholly-owned Latino-owned brewery in San Diego. It has been a catalyst for a grassroots-driven Barrio renaissance, with dozens of new, community-owned businesses established and flourishing. Border X was selected as “Best Brewery Start-up” by Brewbound magazine in 2016. In March 2020, Favela was nominated for the prestigious James Beard Award.

JONATHAN LEVIN  
PHILIP H. KNIGHT PROFESSOR AND DEAN, STANFORD GRADUATE SCHOOL OF BUSINESS
Jonathan Levin joined the Stanford faculty in 2000 and was chair of the Department of Economics. His research and awarded teaching have focused on industrial organization and market design, especially in innovative sectors of the economy. Levin is a member of The Econometric Society and the American Academy of Arts and Sciences, and he has served as an elected member of the American Economic Association Executive Committee. Among other honors, Dean Levin is a former Guggenheim Fellow and was named a World Economic Forum Young Global Leader.

MARK MADRID  
CEO, LATINO BUSINESS ACTION NETWORK
Mark L. Madrid is CEO of the Latino Business Action Network, a national 501(c)(3) organization focused on strengthening America through funding and supporting U.S. Latino entrepreneurial research and education-impact programs at Stanford University. Madrid was named the 2019 Silicon Valley Nonprofit CEO of the Year by the Silicon Valley Business Journal. He serves on the Board of Trustees for Scholarship America, the leading nonprofit scholarship and educational support organization in the United States, and the Hispanic Foundation of Silicon Valley. In 2019, Madrid was selected as a Founding Member of the Silicon Valley Business Journal Leadership Trust. He is an official member of the Forbes Nonprofit Council and an Honorary Colonel of the U.S. Army.
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MARLENE OROZCO
LEAD RESEARCH ANALYST, STANFORD LATINO ENTREPRENEURSHIP INITIATIVE

Marlene Orozco is a research analyst with the Stanford Latino Entrepreneurship Initiative and a PhD candidate in sociology at Stanford University. She holds a BA from Stanford and an EdM in education policy and management from Harvard. Prior to returning to graduate school, she was a fourth-grade lead teacher at a charter school in San Jose. Orozco is trained in both qualitative and quantitative methods. Her research focuses on immigrant integration and pathways of social mobility through entrepreneurship.

PAUL OYER
THE MARY AND RANKINE VAN ANDA PROFESSOR OF ECONOMICS, STANFORD GRADUATE SCHOOL OF BUSINESS; FACULTY ADVISOR, STANFORD LATINO ENTREPRENEURSHIP INITIATIVE

Paul Oyer is the senior associate dean for academic affairs at Stanford Graduate School of Business, a research associate with the National Bureau of Economic Research, and the former editor-in-chief of the *Journal of Labor Economics*. He holds a BA in math and computer science from Middlebury College, an MBA from Yale, and an MA and PhD in economics from Princeton.

JERRY PORRAS
PROFESSOR OF ORGANIZATIONAL BEHAVIOR AND CHANGE, EMERITUS, STANFORD GRADUATE SCHOOL OF BUSINESS; FACULTY ADVISOR, STANFORD LATINO ENTREPRENEURSHIP INITIATIVE

Jerry I. Porras is the Lane Professor of Organizational Behavior, Emeritus, Stanford Graduate School of Business. He received his BSEE from Texas Western College, his MBA from Cornell University, and his PhD from the University of California, Los Angeles. Porras was the associate dean of academic affairs at Stanford GSB from 1991–1994. He also served as Stanford’s faculty athletics representative to the Pacific-10 Conference and the National Collegiate Athletic Association from 1988 until his retirement. He is the author of *Stream Analysis: A Powerful Way to Diagnose and Manage Organizational Change* (Addison-Wesley, 1987); co-developer of the Stream Analysis software package (1999); and co-author of *Built to Last: Successful Habits of Visionary Companies* (Harper Business, 1994) and “Building Your Company’s Vision,” Harvard Business Review (1996).

ROSA SANTANA
PRESIDENT & CEO, SANTANA GROUP

Rosa Santana, a recognized outsourcing solutions expert, is the Founder and Chief Executive of Santana Group, a top-tier minority- and woman-owned outsourcer. Santana Group provides transformational solutions to differentiate industry-leading companies through more efficient, effective, and competitive service. Santana is a fearless leader who harnesses her passion to successfully create and develop companies through impeccable client service and innovative business solutions. Santana also positively impacts each of the communities she serves through participation on several business and nonprofit boards. Under her direct vision and strategic development, each company under the Santana Group, including Integrated Human Capital, Workforce Management Mexico, Diversa, Forma Automotive, and Oveana, continues to achieve profitable annual growth.
INARA S. TAREQUE
RESEARCH ANALYST, STANFORD LATINO ENTREPRENEURSHIP INITIATIVE

Inara Tareque is a Research Analyst with the Stanford Latino Entrepreneurship Initiative. She designs and implements the national survey of U.S. business owners and maintains and grows the survey panel. She also analyzes the annual SLEI survey and U.S. Census data and disseminates the results through co-authoring research reports such as the annual State of Latino Entrepreneurship research report. Tareque completed her BA from Grinnell College with majors in Mathematics and Economics and a minor in Global Development Studies.