

**“You are
not
alone.”**

**No estas
sola/o.**

Latinx Haas Alumni consejos

“Harnessing your LatinX Identity for Career Growth”

By: Jessica De Anda, MA

Latinx Alumni Multiple Identities:



Cristy Johnston Limon, EMBA '16, Executive Director of Center for Social Sector Leadership, UC Berkeley

Consejos:

“Find your people that you can lean on during difficult moments.”

- Support system are critical to succeeding as a student when you feel you're the “only one.”
- Her Guatemalan parents helped her juggle being a working parent.
- She built lasting bonds with her classmates.
- Example: Her mentor was David Reimer who coached her and helped her develop her storytelling skills.

“Act Beyond Yourself”

- “With my family, friends and network of support I was able to do amazing things for my community that scaled their investment in me”
- Raised \$2M and \$1M respectively to build permanent homes for two Bay Area arts centers.
- Led and secured gifts from 68 of 69 classmates.
- First EMBA VP of Diversity.



Areas of Expertise:

- Economic and community development
- Nonprofit leadership
- Finance
- Development
- Startups
- Scaling and turn-arounds

Rafael Amado, MBA '19, Corporate Development & Partnerships, Globo

Consejos:

“Ask for help, share your challenge and people will give you ideas”

- Asking for help accelerates solutions and access.
- Example: Classmates founded a startup because they asked for help on their idea and worked on a solution together.

“Focus on leveraging your passion”

- Started at Haas wanting to be an entrepreneur and was passionate about education.
- Founded Brazucas no Vale Podcast to provide free content for Brazilian entrepreneurs
 - He is now mentoring Brazilian startups



Area of expertise:

- Entrepreneurship
- Business strategy
- Podcast
- Market Analysis
- Marketing Strategy
- Strategic planning
- Startups

Hector Javier Preciado, EW MBA '11, Chief Growth Officer, Alluma

Consejos:

“If I did it you can do it”

- Use him as an example for what you can do. Not just what he’s doing but you can exceed what he’s been able to do.

“We get accustomed to being the token Latino...we need a sense of unity and community”

- Mentor other Latinx and build a coalition
- He had mentors that guided him to opportunities.
- He started the first Latinx employee resource group at LinkedIn to support Latinx staff

“Be humble”

- Was humbled by the expertise of other students and by realizing how much he didn’t know and needed to learn.
- Classmates appreciated having his contributions in class, he was known as El Presidente.
- He became the first Latino president of the EWMBAA with the sponsorship of the assistant dean



Area of expertise:

- Sales, Strategy & Operations
- Entrepreneurship
- Non profit leadership
- Program Management
- Cross sector affiliations
- Tech
- Leadership development

Claudia Martinez, EW MBA '14, Senior Product Line Marketing Manager, VMware

Consejos:

“Be persistent”

- Her family calls her a garrapata (tick) because of her grit and resilience.
- It took her 3 attempts to get into Haas
- She was known as “La Presidenta” while at Haas, in recognition of her leadership and persistence.

“Build a community so you can reach out when you need support”

- The goal of the Latinx POD at VMware is to foster diversity for VMware’s competitive advantage and foster community.
- Claudia is the Co-Chair of the Representation, which focuses on talent acquisition and recruiting Latinx college students and experienced hires
 - Helped create a network of ambassadors to help build VMware’s brand on college campuses.



Area of expertise:

- Product/solution marketing
- Storytelling
- Cross-functional team leadership
- Business strategy
- Marketing
- Project management/execution
- Tech/cybersecurity

Tamara Patterson, EWMBA '15, Executive Director of the CA Equity and Excellence Initiative

Consejos:

“Show respeto (respect)”

- Respect the expertise of others but always question the status quo.
- Raise your hand in class to ask questions. You have a perspective that needs to be heard.

“Triage your responsibilities”

- Prioritize the important things you want to accomplish
- Example: What is more important than having dinner with your family? Becoming a mother helped her learn to triage her work better.

“Become a better bridge for your community”

- She has taken on nonprofit board positions to empower her community



Area of expertise:

- Team management
- Community outreach
- Program management
- Education
- Cross-functional team leadership
- Project management

Rodrigo Prudencio, MBA '00, Venture Capital Fund Manager, Amazon

Consejos:

“Take risks and be willing to change jobs more frequently”

- Diversity of experiences could give you a much richer picture of an overall career.
- Example: One of the reasons Rodrigo left the venture capital space was to get more experience in operations.

“Connect to people based on your ambitions and interests”

- Mentors and sponsors don't have to be Latinx for you to find a connection.



Area of expertise:

- Venture capital fund management
- Clean energy technology investing
- Sustainability
- Transportation
- Energy and climate policy
- Startups
- Non-profits
- Investing

Guadalupe Nickell, XMBA '11, Senior Director, Development and External Relations, UC Berkeley

Consejos:

“If I had only wanted a mentor that looked like me, I would still be waiting. If I wanted a Latina to pave the way for me, I might still be waiting.”

- Find diverse mentors: Many of her White male mentors were here accomplices.
- Mentorship is a two way street and not a paternalistic avenue of opportunities. Relationships should be organic and authentic.

“Ask yourself: What am I doing to help the community? How do I show up as a leader in life, with my family and within my community?”

- She was a leader to her three younger siblings.
- She was the first in her family to attend and graduate from college.



Area of expertise:

- Non-profit board governance
- Non profit leadership
- Program development
- Fundraising
- Philanthropy
- International development
- Strategic planning

Rafael Sanchez, MBA '19, Product Marketing Manager, Adobe

Consejos:

“Find a small group of people you can count on”

- Talk through things with your group of people
- Find a supportive community
 - Rafael joined many clubs including the Haas Marketing Club and the Sports Business Club and gave back to the community through leadership positions and mentorship opportunities



“There is a pressure to be seen and to be visible, find a balance and recognize who you really are”

- He highlighted the need for more representation and was able to bring people together to work in the racial inclusion initiative at Haas
 - One result was the creation of the position: Director of Diversity Admissions
- He was a first generation college student who founded the Latinx Business Club to increase visibility for fellow US Latinx business students

Area of expertise:

- Bilingual Marketing
- Sales professional
- Strategic Planning
- Leadership
- Business Development
- Negotiation
- Management

Carmen Palafox, EMBA '14, Partner, MiLA Capital, Founding Partner 2045 ventures

Consejos:

“Take risks and be open to new pathways”

- “You took the risk to go to Haas. Take risks while in the program.”
- Ask questions in class.
- While in class she was open to learning about herself and others. One professor started calling her the “Peruvian Queen.”



“Build your community and leverage the Haas brand”

- Many classmates and professors are advisors and investors to her fund.
- She was able to connect with classmates while at Haas and stayed connected to them afterward.

Area of expertise:

- Startups
- Finance
- Entrepreneurship
- Strategic planning
- Leadership
- Tech
- Venture capital