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5,896+

COMMUNITY MEMBERS



16 EVENTS



109

MENTEES

EVENT REGISTRANTS

1,789

REGISTER NOW



24 CORPORATE PARTNERS

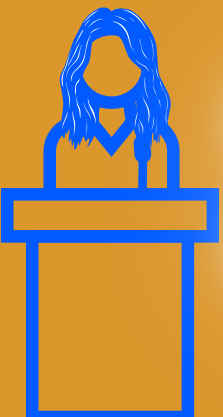


16 LEADUP



BOARD MEMBER CERTIFICATIONS

74 MENTORUP MENTORS



23 SPEAKERS

FORTY-FIVE MEDIA MEMBER SPOTLIGHTS



COMMUNITY METRICS

# OUR *Mission*

# 2024

## MISSION MINDED

LatinXNA is a consortium of business and community partners focused on optimizing the collective economic power of the community through workforce development and economic development. The strategy is simple - **Engage** and **Empower** Talent as Leaders of Impact so they can help **Elevate** their upward mobility, the growth of their company/organization, and the vitality of their community.



LatinXNA Familia,

**What an incredible year we've had together—congratulations on an outstanding 2024!**

This year has been truly personal for us. Witnessing the power of community in action, seeing leaders rise, and watching our shared vision flourish has been inspiring. We are deeply grateful for each of you—our LatinXNA Community Members, S.E.A.L. Team, Executive Advisory Board, Honorary Co-Chairs, and our 24 incredible Corporate Partners who made this our most impactful year yet.

Together, we reached new heights, growing to 5,896+ members strong. It's not just a number; it's a reflection of our collective power. Through mentorship, board service, and leadership initiatives, your dedication has elevated LatinXNA's presence in Northwest Arkansas and beyond.

A highlight of 2024 was welcoming three remarkable Co-Chairs to our EAB: Megan Timberlake (P&G), Kyle Kinnard (Walmart), and Chad Matthews (PepsiCo). Their leadership and passion will undoubtedly guide us into an even brighter 2025.

LatinXNA was built by Latinos, but our mission is for everyone. Thank you for believing in this mission and bringing it to life with your passion and commitment. You are the reason we are LatinXNA. Here's to building an even stronger future, together.

Very Best,  
**The Serve2Perform Team**



**S2P** SERVE2PERFORM  
1,795 followers  
6mo

Join us in congratulating our LatinXNA Community Member **Antonio Escalona** on his new position as Senior Vice President, Emerging Business at PepsiCo...see more



## PROMOTION SPOTLIGHT ANTONIO ESCALONA



Senior Vice President  
PepsiCo Foods North America

You and 451 others 68 comments 3 reposts

**S2P** Like Comment

**S2P** SERVE2PERFORM  
1,795 followers  
2mo

Our Serve2Perform team had an amazing time at Walmart's Hispanic Heritage Month Celebration!

Thank you Alejandro Saenger, Lance de la Rosa, Lupita Reyes, Ana Arrendondo and the entire LatinX Associate Resource Group for planning an amazing celebration and for including our LatinXNA Community! Our dear friend and champion Jose "Pepe" Estrada (he,him,his) shared some impactful statistics of our growing Latino Community and how Walmart plans to serve it's Latino consumer base.  
...see more



with You and 10 others 4 reposts

**S2P** Like Comment

**S2P** SERVE2PERFORM  
1,795 followers  
1w

We are thrilled to celebrate our proud LatinXNA honorary co-chair, **Brad Hicks**, on his promotion to President of Dedicated Contract Services (DCS) at J.B. Hunt Transport Services, Inc. ....see more



## PROMOTION SPOTLIGHT BRAD HICKS



with Brad Hicks 12 comments 2 reposts

**S2P** Like Comment

# F E A T U R E S

**S2P** SERVE2PERFORM  
1,795 followers  
3w

Our hearts are so full to announce that our Serve2Perform LatinXNA Community has officially hit 5,000 members! ... see more



with You and 7 others 6 comments 4 reposts

**S2P** Like Comment

**S2P** SERVE2PERFORM  
1,795 followers  
2w

We're thrilled to share that our 2024 LatinXNA Events reached an incredible milestone of 1,789 engaged members! Of those, 1,182 joined us in person, ...see More



You and 9 others 5 comments

**S2P** Like Comment

**S2P** SERVE2PERFORM  
1,795 followers  
1mo

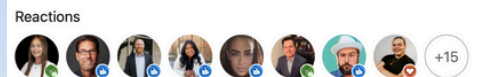
We are thrilled to announce that Serve2Perform is proudly sponsoring **KNWA-TV and Fox 24 News (NBC and Fox affiliate)** Hispanic Heritage Month series! At Serve2Perform, we believe in empowering our communities, and we're excited to introduce our new annual LatinXNA membership, designed to provide access to professional development, networking, and mentoring opportunities. Thanks to our lead partner and the official bank of LatinXNA, **Signature Bank of Arkansas** and BancoSI, a subdivision of SBoFA, 100 FREE scholarships are available for a limited time! Whether you're looking to expand your network or gain new skills, now is your moment to join the community!

Join the LatinXNA community today and apply for your Signature Bank of Arkansas/BancoSI scholarship, which includes a 90-day FREE trial of the LatinXNA membership. Be among the first 100 to apply and claim your scholarship! Don't miss out on this incredible opportunity - they are going fast!

Check out the full news clip by clicking the link below: <https://lnkd.in/g/AhBigep>



You and 22 others 2 comments 4 reposts



**S2P** Like Comment

# IMPACT BEYOND THE NUMBERS



**"My favorite part of the event was when I was given advice on how to start or take the first step towards a career."**



**"I loved the honesty of the panelists. Their successes, but most significantly, their failures."**



**"LatinXNA events gave me the opportunity for lots of networking time!"**



**"I appreciated the Q&A—the advice was amazing and very helpful."**



**"Loved the opportunity to be able to connect with different people in the different fields."**



**"Being able to connect with people and the community brings so much empowerment."**



**"The part I loved most is connecting together as a community and be able to help each other out in any avenue."**





# OUR PARTNERS



# 2024 EVENT PROGRAMMING

**Q1**

## Leader Resource Group Conference

How to utilize service to fuel your 2024 development goals

## Leader Resource Group Conference

The Value of Showing Up

**Q2**

**Q3**

## Latina Empowerment Panel

Latina Leaders Breaking New Ground

## Empowerment Forum

The Year of Real Empowerment

**Q4**





**MEMBERS REPRESENTED**  
**HIGH SCHOOL STUDENTS**  
**COLLEGE STUDENTS**  
**YOUNG PROFESSIONALS**  
**MID-CAREER LEADERS**  
**EXECUTIVES**



**hhm 2024**

*Hispanic Heritage Month*

**SEPTEMBER**

LatinXNA Latina Empowerment Panel

**OCTOBER**

LatinXNA Empowerment Forum



*Hispanic Heritage Month*  
**9 2 8**  
*Event Registrants*



# SERVICE OPPORTUNITIES

SERVE2PERFORM'S

*Latin***XNA**  
BY LATINOS. FOR EVERYONE.

## EXECUTIVE ADVISORY BOARD

Our LatinXNA Executive Advisory Board is made up of our Senior Executive/Senior Partner level members who have shown strong dedication to our LatinXNA mission and impact. Our board membership is by invitation only. Their role as LatinXNA advisors are to provide guidance and constructive feedback on our community and to help drive participation from their teams and networks to engage with LatinXNA.

If you are interested in learning more about our Executive Advisory Board, please contact **Paola Lopez** at [plopez@serve2perform.com](mailto:plopez@serve2perform.com)

## S.E.A.L. TEAM

**Service. Empowered. Advanced. Leader.**

Our LatinXNA S.E.A.L. Team consists of emerging and mid-career leaders made up of impactful LatinXNA community professionals who have been true trailblazers in NWA. We are so thankful for the work they do to increase representation and engagement.

If you would like to apply for the LatinXNA S.E.A.L. please contact, **Stephanie Collins** at [scollins@serve2perform.com](mailto:scollins@serve2perform.com)

# S.E.A.L. TEAM

## Service Empowered Advanced Leaders



*Christopher Villatoro*



*Jose Socorro*



*Efrain  
Gonzalez-Pineda*



*Ary Newirth*



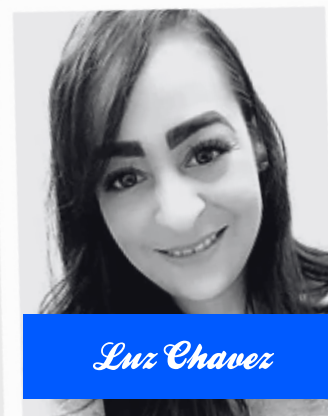
*Andrea Saladrigas*



*Gisela Mejia*



*Odalys Serrano*



*Luz Chavez*

SERVE2PERFORM'S

LatinXNA

BY LATINOS. FOR EVERYONE.

# EXECUTIVE ADVISORY BOARD

## EXECUTIVE COMMITTEE CO-CHAIRS



**EMI CARDARELLI**

Vice President Customer Development, Kenvue



**JULIO ECHEGOYEN**

Walmart International Team Sales Leader



**CARLOS SILVA**

Head of Sales, C&C OmniSolutions



**JENNY HUERTA**

Director of Diversity Talent Acquisition at Cameron Smith & Associates, Inc.

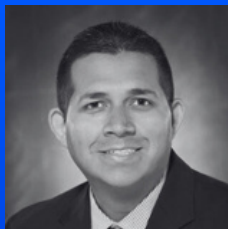
## ADVISORY MEMBERS



**LEE CULPEPPER**



**PEPE ESTRADA**



**LOUIS GRETH**



**CAROL MORALES**



**CELIA SWANSON**



**BRANDON TAYLOR**



**DR. ROGELIO-CONTRERAS**



**JOHNNY CURIEL**



**JARROD BASSMAN**



**AL DOMINGUEZ**



**JUAN RODRIGUEZ**



**WHITNEY YODER**



**TODD WISDOM**



**LATRICIA HILL-CHANDLER**



**DR. JENNIFER SWARTOUT**



**EDWINA COGDELL**



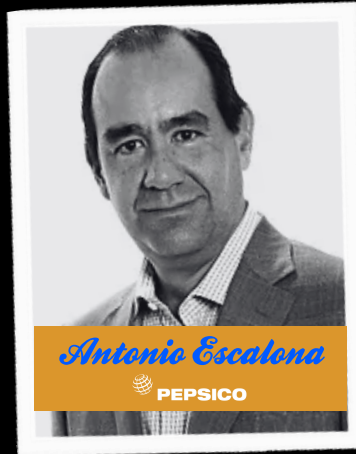
**MARTIN OJEDA**



**SANDRA FALLGATTER**



# LatinXNA HONORARY CO-CHAIRS



# Join the Community

PICK THE MEMBERSHIP BEST FOR *you*

PROFESSIONAL

**\$100**

STUDENT

**\$79**

FOR GROUP MEMBERSHIPS,  
INQUIRE TODAY!

- ✓ Priority Registration and access to all public LatinXNA Events
- ✓ Access to Member Exclusive Events
- ✓ Access to LatinXNA MentorUP Mentorship Program
- ✓ Access to LatinXNA J.O.B. Opportunity Board
- ✓ Access to S2P Exclusive Research and Content
- ✓ Member Exclusive Flash Sales on Serve2Perform Programs
- ✓ Monthly LatinXNA Newsletter

**BECOME A  
MEMBER  
HERE**



## PARTNERSHIP INQUIRY

Have questions or want to inquire about a partnership with LatinXNA? Contact us!  
[sarroyos@serve2perform.com](mailto:sarroyos@serve2perform.com)

**CONNECT WITH US!**



@serve2perform  
@s2platinxna



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[www.latinxna.com](http://www.latinxna.com)