



LÍDERCON IMPACT REPORT

LatinoLEAD's Premier Annual Leadership Development Conference.



LÍDERCON



**LíderCon is more than a
conference—it's a
transformative
movement that amplifies
Latin-American voices,
bridges the gap between
potential and
opportunity, and
empowers professionals
to lead with purpose,
innovation, and impact.**



LATINO**LEADMN.ORG**

ABOUT LÍDERCON

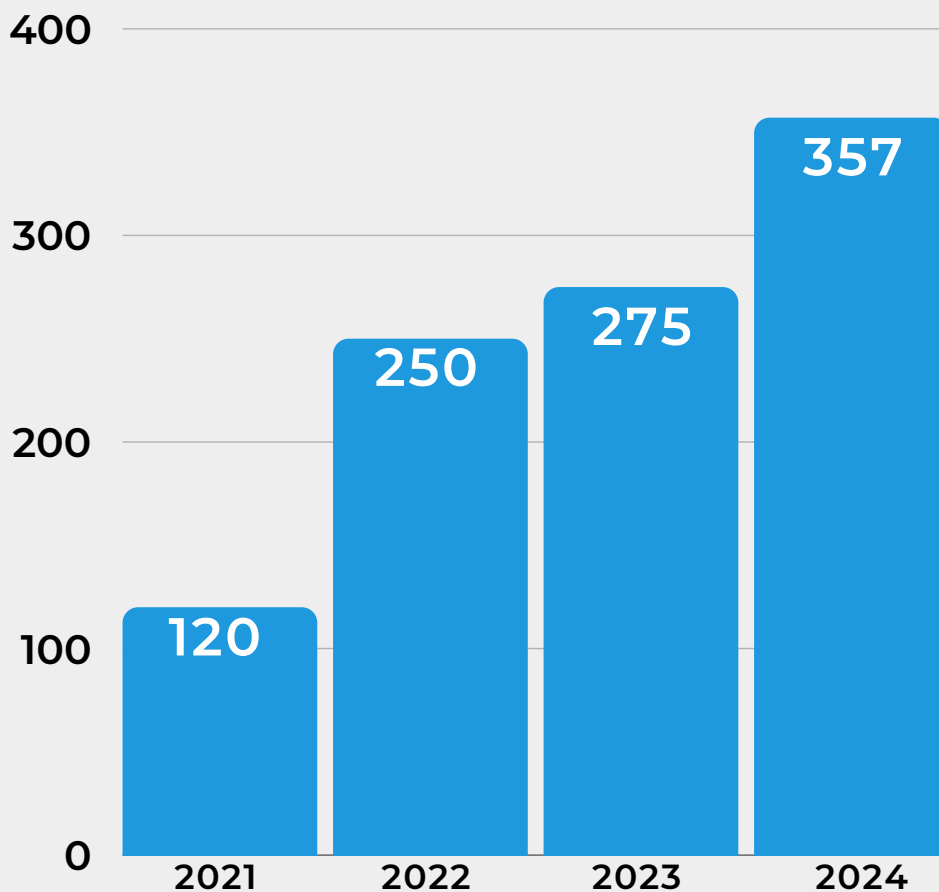
LíderCon is LatinoLEAD's annual premier leadership conference dedicated to elevating and empowering Latine professionals across all sectors. Organized by LatinoLEAD, LíderCon serves as a transformative platform for fostering innovation, professional development, and community connections. With a mission to amplify Latine voices and create equitable opportunities, LíderCon provides attendees with the tools and inspiration needed to lead with confidence and drive systemic change in their respective industries.

At its core, LíderCon combines world-class keynote speeches, skill-building workshops, and unparalleled networking opportunities. Each year, the conference attracts a diverse audience, including emerging leaders, seasoned professionals, and industry trailblazers, creating a dynamic environment where ideas, expertise, and strategies are shared. Past keynotes have featured nationally recognized figures like Sylvia Acevedo, former NASA engineer and CEO of Girl Scouts USA, and Amelia Hardy, Chief Inclusion and Diversity Officer of Best Buy.

LíderCon also celebrates Latine excellence through impactful awards and spotlight sessions, recognizing individuals who have made significant contributions to their fields. Its carefully curated programming spans sectors such as healthcare, technology, business, and education, fostering connections that extend far beyond the event.

Since its inception, LíderCon has brought together over 1,000 professionals, fostering a growing network of Latine leaders and allies committed to advancing diversity, equity, and inclusion. By hosting LíderCon, organizations gain a unique opportunity to align with impactful DEI initiatives, access exceptional talent, and contribute to building a more inclusive future.

ATTENDEE GROWTH: 2021-2024



Since its inauguration, LíderCon has seen remarkable growth, expanding from 120 virtual attendees in 2021 to an impressive 357 in-person participants in 2024—a nearly **200%** increase. **This sustained growth reflects the rising demand for spaces that empower Latin-American professionals and foster meaningful connections across industries. LíderCon's ability to attract diverse talent and thought leaders year after year underscores its status as a premier platform for innovation, leadership development, and community impact.** Host partners position their organization at the forefront of this transformative movement, amplifying their commitment to diversity, equity, and inclusion while creating lasting opportunities for growth and collaboration.

LÍDERCON 2021 AT A GLANCE

LíderCon 2021 marked the inaugural event of this groundbreaking leadership conference, bringing together 120 attendees in a fully virtual format. Despite the challenges of a remote setting, the conference set the stage for empowering

Latine professionals through inspiring keynotes, skill-building sessions, and valuable networking opportunities.

LíderCon 2021 emphasized the importance of leadership development, community connection, and systemic change, laying the foundation for the conference's continued growth and its mission to elevate Latine professionals across all sectors.

SPONSORS (7)

- Ecolab
- MN Twins
- Mall of America
- Children's Minnesota Hospital
- Saint Paul & Minnesota Foundation
- Bush Grant
- Medtronic

SPEAKERS

- Chuck Rocha, President of Solidarity Strategies
- Alex Rodriguez, Former professional baseball shortstop and third baseman, businessman and philanthropist.
- Dolores Huerta, American labor leader and civil rights activist

LÍDERCON 2022 AT A GLANCE

SPONSORS (14)

Greater MSP

Univision

UNFI

MN Bank & Trust

St. Thomas

New Publica

Morgan Stanley

MN Twins

LEDC

Children's Minnesota

Bremer

BestBuy

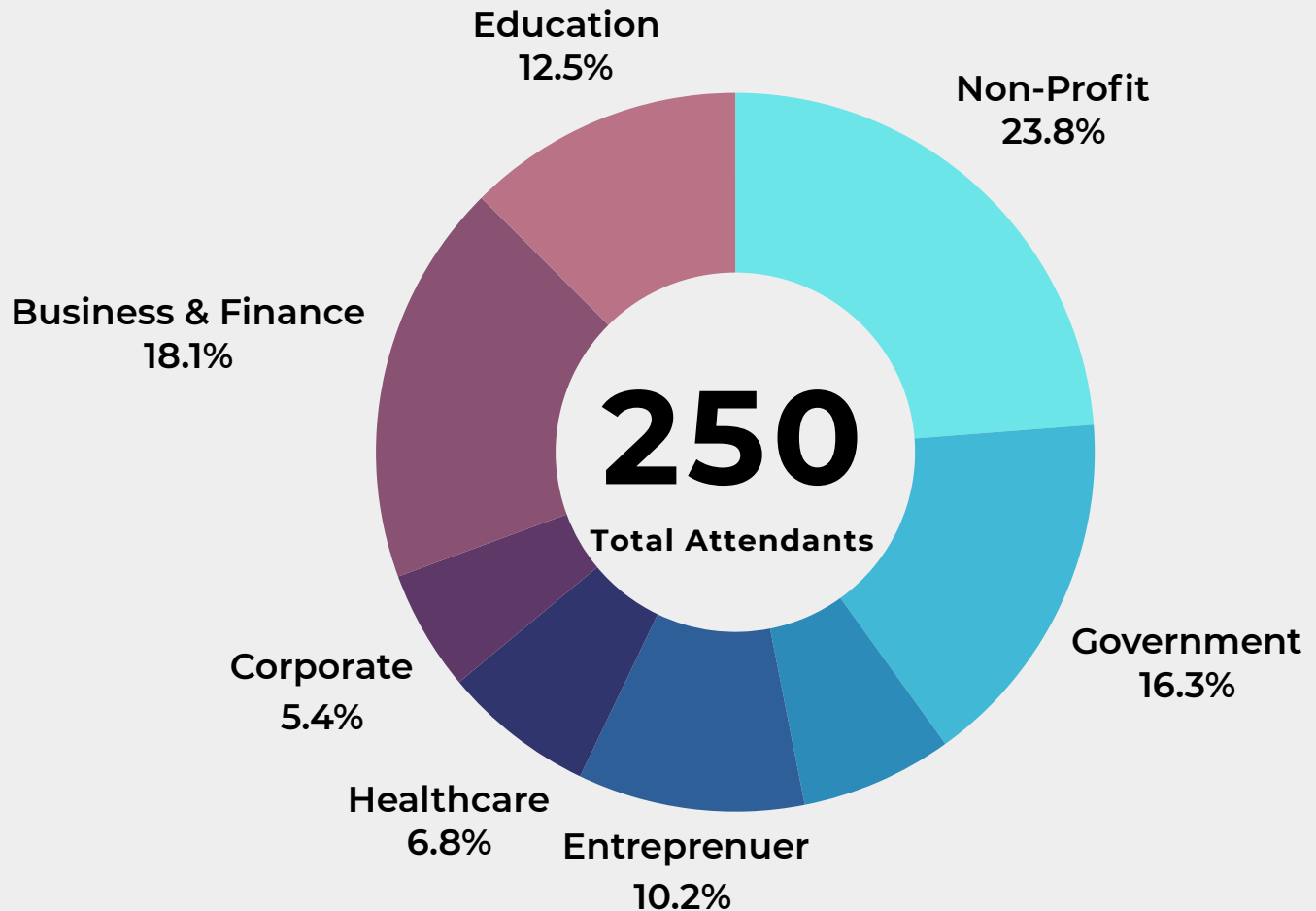
3M



SPEAKERS

- Christopher Rivas, Actor and Author of Brown Enough
- Denise Soler Cox, Co-Founder of Project EÑYE
- Maria Hinojosa, President at The Futuro Media Group
- Juan Angustia, Senior Product Designer at Google

2022 INDUSTRY REPRESENTATION



LíderCon 2022 experienced significant growth, transitioning from a virtual event in 2021 to an in-person gathering that welcomed 250 attendees—a more than 100% increase in participation. This expansion showcased the rising demand for spaces that empower Latine professionals and foster community connections. With a diverse audience, LíderCon 2022 featured expanded opportunities for professional development and networking, solidifying its reputation as a premier leadership conference.

LÍDERCON 2023 AT A GLANCE

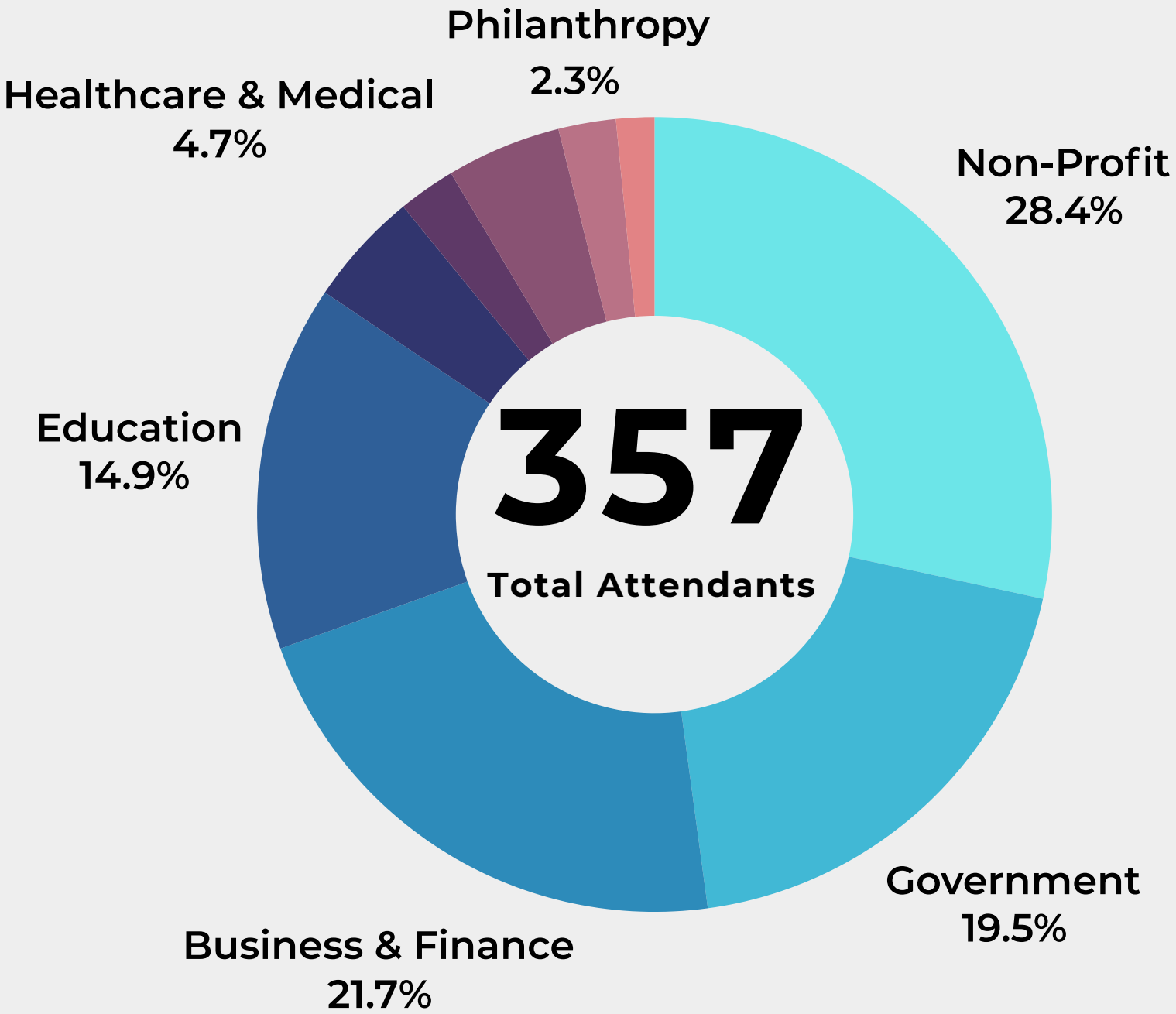
KEYNOTE SPEAKERS

- Dario E Collado, VP of Strategic Development at Hispanic Heritage Foundation
- Melody Gonzales, Executive Director of White House Hispanic Initiative
- Wendy Unglaub, VP, Chief Tax Officer at General Mills
- Gaby Natale, Three- Time Emmy Award Winning Journalist
- Richard A Rugnao, Founder of RAR Media



275
Attendees

2024 INDUSTRY REPRESENTATION



KEYNOTE SPEAKERS

The LíderCon keynote speakers represent the pinnacle of inspiration and achievement within the Latine community, serving as living examples of what is possible when ambition meets opportunity. These influential leaders—from trailblazing engineers and corporate executives to cultural icons and change-makers—bring unique perspectives and invaluable insights that resonate deeply with our audience. Their stories of perseverance, innovation, and success reflect the diverse experiences of Latine professionals, while their expertise across industries provides attendees with actionable guidance and motivation. Beyond their individual achievements, these speakers foster a sense of pride and collective empowerment within the community, demonstrating that Latine excellence is both a reality and a catalyst for systemic change. By featuring such impactful figures, LíderCon not only inspires attendees to dream boldly but also equips them to develop the skills and mindset needed to achieve their own aspirations.



2024 KEYNOTE HIGHLIGHT



Tony Waller is the Vice President of Constituent Relations and Racial Equity at Walmart, where he leads efforts to build inclusive partnerships and advance equity for diverse communities. With over 20 years of experience, Tony is a passionate advocate for social justice and corporate responsibility.

2024 KEYNOTE HIGHLIGHT



Sylvia Acevedo is a former CEO of the Girl Scouts of the USA and a pioneering engineer who began her career at NASA's Jet Propulsion Laboratory. She is a bestselling author and advocate for STEM education, particularly for underrepresented communities.

2024 KEYNOTE HIGHLIGHT



Estuardo Rodriguez is the CEO of the Friends of the National Museum of the American Latino, where he champions the recognition and celebration of Latino contributions to U.S. history. As a seasoned advocate and public affairs professional, Estuardo has been instrumental in advancing the inclusion of Latino voices at the national level.

IMPACT AWARDS

**Watch Telemundo
Minnesota's Highlights Here**



The LatinoLEAD LíderCon Impact Awards Ceremony is a cornerstone of the conference, celebrating Latine leaders who exemplify excellence, innovation, and community impact across various industries. This prestigious event highlights the achievements of trailblazers whose work inspires others and advances equity and representation. By honoring these leaders, the ceremony fosters a sense of pride and collective empowerment within the Latine community, reinforcing LíderCon's mission to elevate and recognize the transformative contributions of Latine professionals.

BREAKOUT SESSIONS

The LatinoLEAD breakout sessions are an essential part of LíderCon, offering attendees tailored, hands-on learning experiences led by industry experts and thought leaders. These sessions dive deep into critical topics such as leadership in technology, navigating identity in professional spaces, and advancing diversity, equity, and inclusion. Designed to provide actionable strategies and foster meaningful discussions, the breakout sessions empower participants to build skills, expand their knowledge, and connect with peers who share their passions. This dynamic element of LíderCon ensures that every attendee leaves equipped with tools to achieve personal and professional growth.

Previous Breakout Session Topics Include:

- "Latine Leadership in Tech" featuring Amelia Hardy, VP of Inclusion at Best Buy
- "The Power of Latine Votes" with political strategist Chuck Rocha
- "Embracing Latinidad: Enhancing Leadership and Inclusion in Organizations" with Dr. Patricia Conde Brooks
- "Unleashing the Leader Within: Embracing the ART of Success" with Jimmy Longoria



WHY PARTNER WITH US?

EXCLUSIVE HOST PARTNER BENEFITS



Brand Visibility: Logo placement, press coverage, and marketing highlights.



Talent Access: Engage with a diverse talent pool through workshops and panels.



Community Impact: Strengthen ties with the Latine community.



LC25 SPONSOR BENEFITS

\$2,500

NonProfits & Entrepreneur = Designed for educational institutions and non-profits looking to connect with LíderCon attendees and promote community engagement.

\$10,000

Silver = For small-to-mid-sized businesses and organizations looking to enhance brand visibility and engagement.

\$15,000

Gold = For organizations looking for premium exposure and active participation in LíderCon.

\$20,000

Platinum = The highest level of sponsorship with exclusive benefits and maximum brand exposure.



LíderCon is more than a conference—it is a transformative movement driving systemic change and empowering Latine professionals to lead with confidence and purpose. By partnering with LíderCon, our host partner has the opportunity to amplify the voices of historically underrepresented communities, showcasing its commitment to fostering equity and inclusive leadership across industries. This partnership would also provide unparalleled access to exceptional Latine talent, connecting the partner with a diverse pool of professionals who are poised to drive innovation and create meaningful impact. **Together, we can cultivate a future where diversity, equity, and inclusion are not just values but the foundation of lasting progress.**

LEADERSHIP
EQUITY
ACHIEVEMENT
DEVELOPMENT