

# HispanicBusiness®

EXCLUSIVE

# WOMAN OF THE YEAR REP. NYDIA VELAZQUEZ

**PLUS:**  
80 ELITE  
WOMEN  
PIONEERS IN A  
WIDER WORLD  
AFFIRMATIVE  
ACTION FRONT  
AND CENTER  
FAA'S HISPANIC  
OUTREACH  
TAKES OFF

America Online Keyword:  
Hispanic Business

\$3.99 US / \$5.50 CANADA

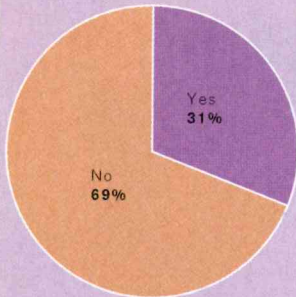


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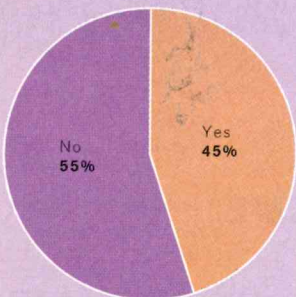


**80 ELITE HISPANIC WOMEN: IN THE WORKPLACE\***

**Have you ever faced workplace discrimination based on ethnicity?**



**Have you ever faced workplace discrimination based on gender?**



**If you have encountered discrimination, in what area(s) did it occur?\***

Hiring/promotion	44%
Pay inequalities	44%
School/education	22%

\*Based on responses to a **Hispanic Business** questionnaire.

\*\*Multiple responses permitted.

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families around the world. Her clients include 40 percent of the annual *Forbes* list of billionaires. She also sits on the boards for Philips-Van Heusen Corp. and Avon Products Inc. and serves as a trustee for the Synergos Institute.

**Grace D. Lieblein**

Global Manufacturing Systems (GMS) Implementation Leader  
General Motors Corp.  
Warren, MI

Ms. Lieblein recently assumed her current title at the world's largest auto maker after having had operating responsibility for the Exteriors, Materials, and Fastening Engineering department since 2001. She also heads GM's New Mexico State University College Relations Team to support women and minorities in the engineering professions and is a member of the Society of Women Engineers.

**Norma Martinez Lozano**

President, Diversified Businesses  
SBC Communications  
Dallas, TX

Ms. Lozano leads five business units in 13 states and manages more than 9,000 employees. The first Hispanic to be appointed an officer at SBC, Ms. Lozano has received the



**NORMA MARTINEZ LOZANO**

National Hispanic Employee Association's Breaking Barriers Award and the Hall of Fame Award from Hispanic Women in Leadership. She is a member of SBC's Hispanic Association of Communications Employees.

**Fe Morales Marks**

Vice-President, Policy & Outreach,  
National Housing Impact Division  
Fannie Mae  
Washington, DC

In addition to her responsibility for policy development at the nation's biggest mortgage lender, Ms. Marks also manages the Corporate Contributions Fund and the Housing Impact Advisory Council, a forum to find solutions for communities underserved by the home-loan industry. She serves on the board of the American Homeowner Education and Counseling Institute.

**Graciela E. Martinez**

Senior Vice-President & CIO  
El Paso Corp.  
Houston, TX

Ms. Martinez has managed El Paso Corp.'s transition from a mainframe to client-server environment and was responsible for integration of information technology systems following the company's merger with Tenneco Energy in 1996. In addition to her position at the oil and energy giant, she sits on the advisory board of the CIO Forum of Houston.

**Rosa M. Miller**

Vice-President, Surface  
& Conditioning Division  
3M Corp.  
St. Paul, MN

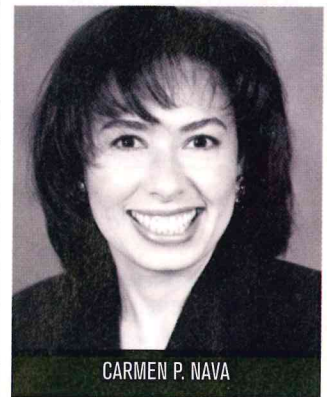
Ms. Miller was recently promoted to vice-president of 3M's surface and conditioning division, whose

Scotch-Brite synthetic fibers are used to finish the surfaces of metal, wood, and plastic industrial products. Ms. Miller joined 3M as an advanced engineer in 1972 and since then has managed businesses in Latin America, Africa, and the Philippines.

**Carmen P. Nava**

President, Pacific Bell &  
Nevada Bell Consumer Markets  
SBC Communications  
San Ramon, CA

Ms. Nava is responsible for all of Pac Bell's consumer sales and customer service in California and Nevada. Her 18-year career with the telecommunications conglomerate has included technology management, billing operations, marketing, external affairs, and



**CARMEN P. NAVA**

human resources. Previously, Ms. Nava was president of SBC's Center for Learning, where she directed professional development programs for employees.

**Hilda Ochoa-Brillembourg**

Board of Directors, General Mills  
President & CEO, Strategic  
Investment Group  
Arlington, VA

Ms. Ochoa-Brillembourg joined the General Mills board in »





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**GENERAL MILLS SALUTES**  
**HILDA OCHOA-  
BRILLEMBOURG**

**MEMBER, BOARD OF DIRECTORS**

General Mills is a company of brands built by a diverse group of talented, committed brand champions. We're proud to have Hilda Ochoa-Brillembourg as a member of our board of directors. Congratulations, Hilda!



GENERAL MILLS



December 2002. She is CEO of Strategic Investment Group, a financial consulting firm for institutional investors that she founded in 1987. She also serves as managing director at the global investment fund Emerging Markets Management. Previously, Ms. Ochoa served as an adviser to the World Bank Pension Investment Division for 20 years.

### Susan Pacheco

Vehicle/Brand Director,  
Mercury Programs  
Ford Motor Co.  
Detroit, MI

By mixing new product development and manufacturing strategies, Ms. Pacheco works to strengthen the Mercury brand in a crowded automotive marketplace. Previously, she was president of Ford Unlimited, where she managed the creation of new businesses focused on improving the driving experience of Ford consumers. Ms. Pacheco has been with Ford since 1984.

### Marla Provencio

Vice-President, Creative  
Director for On-Air Promotion  
American Broadcasting Co.  
Los Angeles, CA

A number of popular TV shows, including *NYPD Blue* and *The Practice*, have become household names thanks to Ms. Provencio's work. She oversees on-air promotions for ABC movies, miniseries, and shows. She began at ABC in 1979 as a production coordinator. Ms. Provencio has received many awards from PROMAX, the professional organization for broadcast promotional designers.

### Grace Puma

Vice-President, Raw & Pack  
Procurement  
Kraft Foods Inc.  
Northfield, IL

Ms. Puma leads a team of 100 people in the negotiation and contracting of nearly \$6 billion worth of materials used annually by Kraft.



GRACE PUMA

She played an integral role in developing Gold Contract Standards for procurement and also worked on integrating Nabisco into Kraft's procurement operations. Previously, she held senior procurement positions at Motorola, Gillette, BASF, and Fuji.

### Marie Quintero

Asst. Vice-President, Director  
of Mergers & Acquisitions  
The Coca-Cola Co.  
Atlanta, GA

After earning her MBA at the University of Virginia, Ms. Quintero joined Coca-Cola and began working in merger and acquisition negotiation. She now heads the M&A department, which consists of 22 employees. Previously, Ms. Quintero served as executive assistant to the CFO, where she learned about executive management and overall company strategy.



MARIE QUINTERO

### Di Ann Sanchez

Vice-President, Diversity  
and Talent Management  
American Airlines  
Fort Worth, TX

The job of recruiting, training, compensating, and retaining top talent at the airline falls to Ms. Sanchez. She also handles diversity and workplace environment initiatives and promotes American's FlagShip University as one of the top corporate schools for leadership development. She worked previously at Boeing, where her human resources department managed 90,000 employees.

### Gloria Santana

Senior Vice-President,  
General Counsel  
McDonald's Corp.  
Oak Brook, IL

Ms. Santana provides oversight of McDonald's Corp.'s global legal function, which includes 62 lawyers in the United States and 49 lawyers in 19 countries around the world. She is responsible for all aspects of legal compliance and policy for the global enterprise. Ms. Santana also serves as secretary to the board of directors, and in that capacity provides advice and