

Rocking Talent

**TECH EMPOWERS
THE HEALTHCARE
SYSTEM**

**MATÍAS MASSOTTI
GO DOCTOR**

**ENTREPRENEURS
ROCKING ON:**

**LATINAS RISING UP IN HR
PRISCILLA GUASSO**

**WITECH
CAMILA CASALE**

**DIVERSITY & INCLUSION AWARDS
SOUTH FLORIDA BUSINESS AND WEALTH
KIMBERLY LEON SARNI**

Index



p. 14

**TECH EMPOWERS THE
HEALTHCARE SYSTEM**

MATÍAS MASSOTTI
Founder and CEO at Go Doctor

ENTREPRENEURS ROCKING ON

(8th Edition)

p. 04

BREAKING THE MOLD IN THE WORKPLACE

EDITORIAL

Marcelo Fumasoni

p. 10

HR: TRANSFORMING THE CONVERSATION WITH LEADERS

ADRIANA LEIRO

Business Advisor

p. 24

HR TRENDS 2023

Article about the HR trends
of the year

p. 32

REACHING THE STARS WITH YOUR HANDS

Two Colombian girls visited the NASA Space Center in Houston, through "She is" foundation into the program "She is Astronauta" founded by Nadia Sanchez in Colombia.

p. 06

MEANINGFUL CONNECTIONS

KIMBERLY LEON SARNI

Managing Director at South
Florida Business and Wealth

p. 19

HEALING THROUGH CANNABIS INDUSTRY

ASHLEY MANNING

Business Advisor in the Cannabis
Industry

p. 28

A LEADERSHIP CATALYST CONNECTING LATINAS IN HR

PRISCILLA GUASSO

Founder and CEO at Latinas Rising
up in HR

p. 38

WOMEN IN TECHNOLOGY

CAMILA CASALE

Founder at WITech and CMO at
Sorenson

Rocking

BREAKING THE MOLD IN THE WORKPLACE

By: Marcelo Fumasoni.

Welcome to another edition of Rocking Talent! It's been almost May 2023, and we are experiencing new trends in our HR world. More than ever, we've seen clear indications that the workplace is not where it used to be anymore.

When we try to understand what the new drivers of engagement in organizations are (especially for those that operate on a virtual setup, as most of the tech companies do after the pandemic in a systematic way), it is not anymore about the career development, internal climate, and compensation strategies that we've had in place.

The 'new workforce' demands current employers and big multinationals to bring more (renewed employee proposition) regarding stability, flexibility, and a sustainable way to serve multiple organizations 'on demand' under 'my terms.'

Under this new paradigm, we are confronted as well (Boards, CEOs, and HR executives) with the challenge of bringing the future to our present with new ways of work.

Competencies like Future Literacy (the ability that allows people to understand better the role that the future has on everything that we see and do today) will be essential to be developed internally to not only create a competitive edge in our way of delivering services but also to model a new workforce

that will be conformed by a very diverse group of demographics: permanent employees, vendors, freelancers, fractional management, etc.

In a sense, this is also an opportunity for organizations to cope with the asymmetries of economic development in countries and regions worldwide, especially during high contractions (flexible workforce planning).

So many answers to make to ourselves and few responses to articulate: how we can drive better engagement across all new demographics, how we should plan talent development in a more intentional format, how we can maximize AI so we can do more 'with less' in HR, what will be the kind of culture that we can influence today that will create a better impact on employees and communities...and the list goes on.


All the articles and points of view shared in this edition will help you to ask the right questions and explore innovative points of view.

Ultimately, this is all about what PDA HR Tech does; bringing a learning community to live in a shared space so we can learn from each other in real time.

With gratitude,

This publication is PDA International's property. Total or partial reproduction is forbidden without express authorization from PDA International. Please contact Julieta Cumbo (jcumbo@pdainternational.net) for inquiries. The interviewees' opinions and the content of articles signed by their authors do not necessarily correspond with the editorial criteria of this publication or the PDA International's institutional values.

Talent

[Back to index](#) 



General Director:

Julieta Cumbo [in](#)

Editorial Director:

Ximena Desaloms [in](#)

Editor - Media & PR:

Fernanda Cala [in](#)

Columnists:

Fernando Niizawa [in](#)

Ana Valera Rubio [in](#)

Gabriel Pereyra [in](#)

Graphic Designer:

Silvana Hase [in](#)

Producer / Photographer:

Daniel Cuadros [in](#)

Rocking Talent Contact

hola@rockingtalent.com

+54 11 4717 2900



PDA International Contact:

Argentina: +54 11 4717 2900

info@pdainternational.net

Spain: +34 602 58 18 13

info@pdainternational.net

Mexico: +52 1 55 7568 4505

infomx@pdainternational.net

Colombia: +57 310 217 6018

gerencia@pdacolombia.net

Portugal: +351 924441071

info@pdainternational.net

www.pdainternational.net

EDITION
ENTREPRENEURS
ROCKING ON



MEANINGFUL CONNECTIONS

BY FERNANDA CALA



Kimberly León (Kim) lives in Fort Lauderdale, Florida. However, her heart belongs to New York. She has distinguished herself through his work in the Media and Lifestyle industry as a Managing Director at South Florida Business and Wealth magazine. Her strength lies in building meaningful connections and her passion for charity and contributing to a better world.

Kim started her journey as an executive admin. She has an encouraging story about her evolution in her career, but also, she has a lovely soul and a good energy that loves contributing to charity and believes diversity is important to contribute to a better world. *"I work a lot with kids, grade school kids. We talk about empowerment, self-confidence, financial literacy, and what it means to be a "boss". Being a boss is about being you and true to yourself, I love being able to share those kinds of ideas with kids and teaching them self-confidence. I think right now the two or three generations below me are lacking that, they are on their phones all the time. So, if I can change or help one kid that will make a difference for me"* Kim said inspiring and encouragingly. She also talked about diversity and shared with us all about the **"Diversity and Inclusion Awards"**, a huge initiative that she helped to implement at South Florida Business and Wealth.

First, we would like to get to know you. Who is Kimberly and what is your story?

I am from Brooklyn, New York, I moved to South Florida just under two years ago. I moved here for my job, so... I did not know a single person here, I did not know what I was doing, I did not even have a home... I started living in a hotel for six months when I first moved here. My husband still lives in New York, that is why I go back every week, I also have two dogs and two cats, and they are still in New York, so it is literally just me out here.

In terms of my career, I have been in publishing and advertising 25 years, and... What I do is I live my life by two ways, someone have asked me "Kim, do you consider yourself an influencer?" and I said "I absolutely no, so I want you to look at this word and what does it mean" I said, "you can be an influencer without integrity", but that is my number one goal, everything I do, I bring integrity, authenticity and values so I do that in my personal life and my professional life so every connection I make, every friend I make, every person I talk to, I bring my best self and then I hope in return the same, my father taught me values about being your true-self and that is kind of who I am.

How did you get interested in the Lifestyle and Media industry?

I have been in advertising for 25 years but I was an executive admin and my boss at this time, who is still my mentor, and he came up to me one day and said "Kim, you are the worst admin I ever had" and I look to him and I said "I do not disagree, I am pretty terrible at this job" but he was such a good boss to me and said "I know what your attributes are and know what your good at so I am going to move you to a role where you can expand it so you can be a better employee" and I was like "Awesome" so... I got move into a sales role, he is still my mentor to this day, and I still look up to him and give him things for leading me around that path. I was so grateful to him for seeing the positive side and I think it was not a bad situation.

WHO IS KIMBERLY?

Full Name: Kimberly Leon Sarni.

Nickname: Kim.

Occupation: Advertiser.

Nationality: I am from United States but in terms of my heritage, my mom is from Philippines and my dad is from Spain.

Where do you live? Fort Lauderdale, Florida.

Age: 46 years old.

Favorite food: New York pizza.

Hobbies: Travel, I have been to 75 countries and 49 states. I love to read in my free time, and I do a lot of charity work.

Favorite Clothing item: I wear a lot of dresses, every single day. But I think my favorite clothing item will be a really good pair of high heels.

Favorite place in the world: Small little island off the coast of Africa but it is Portuguese territory and is called *"Madeira"*.

Do you have children? My son is 21 years old, he is in junior college and my nephew, who I adopted when he was younger is 20 years old, he is in the air force.

#CONNECTIONSDO NERIGHT

Back to index 

A LITTLE BIT OF ROCK

One word to describe yourself: Gracious.

Favorite movie or TV show: Fox & The Hound.

What would be your best photo today?
Once surrounded by a lot of love, with my family and friends.

Favorite music band: I am an old-school junkie, I love anything like '70s, '80s, '90s. I am a huge Billy Joel fan.

Your grounding activity is... Traveling and doing charity. Instead of spending 50,000 USD on a handbag, I would rather spend 50,000 USD on making memories.

What can't be missing from your backpack? Good lip glosses.

Are you fan of a Sport team?... New York Yankees, the giants from American football.

What contribution do you feel you make to a better world? I do a lot of charity work and charity work is about volunteering your time, your money, your ideas, your contacts, and... If I can give my time and effort, whether it is with kids, financial literacy, reading, or anything. As long as I can devote my time to better our future, I will.

One piece of advice that you were given and would give: It was not given to me, but I read it 36 years ago. Abraham Lincoln, a former president, he said: "Never regret the things you've done, only regret the things you failed to try". If you never try it, you will never know... and you will always regret that.

Can you tell us about your role as Managing Director for South Florida Business & Wealth/Lifestyle Media?

I run South Florida Business & Wealth for a business publication, we have 70000 readers per month delivered directly to corporations. I run the digital platform as well and we have a full-service events platform, so we are actually bringing out people together and I run out this as well, but I am also in sales... Right? So is about making connections, building relationships, getting our word out and making money for our company. So, I wear many hats but all the hats I think intertwine.

Can you tell us about the Diversity and Inclusion awards at SFBW?

I am glad you ask me about that, this is going to be our second year in June 14th and we started last year, I approached my former CEO and I said to him "Gary, we need to do a diversity and inclusion awards" and he was "What is that mean?" so I said "You have to take a look at DEI Initiatives and what that means for corporations. Does it mean that they believe in diversity? Does it mean that... you are woman, I am a woman.... and have we been paid equally as a man?" And I came up to one equal conclusion: **Diversity is needed.** It is not something that we can expect it, it is something that we must do.

So when I take a look at diversity and inclusion, this means you are a women, I am a women, he is a man,

I am from a mixed-raced family and from New York city. I am always have been a part of diversity. I am diverse, my kids are diverse, my family is diverse. I live in a diverse community. I respect other cultures; I think diversity means appreciating everybody who is in this world for who they are and what they are regardless of what the news would say or what your friends would say... I make my own choices because I am a diverse person.

you are black, white, yellow, it does not matter what color you are, it does not matter your race or religion, it does not matter if you have a degree or you do not have a degree but if you are making your difference in your company, if you are making a difference in your community, if you have all of this achievements and you are bringing positive reinforcement in DEI to your companies we are going to recognize you. It does not matter who you are as long as you are contributing to a better place.

What kind of companies have contributed to this initiative?

When I looked at DEI and all the recipients, last year I said *"Ok, we got some major corporations in here that love these initiatives and would love to be part of it"* And... We really did have some fortune 500 companies in there that were very excited. So, when we talk about the award ceremony... for first year award ceremony we were close to five hundred people and that is a lot of people for a one-three-hour ceremony. It was lots of fun and everybody was very excited, so we are doing the same thing this year and it is going to be bigger, it is going to be better. We are looking to honor those top representatives in south Florida... For this award ceremony, you must be an employee of a particular company or charity and you go to a process; last year we had 400 nominations, and we came up with 50 honorees total and is going to be the same process this year.

Can you share any specific challenges you've faced in your role, and how you overcame them?

Well... Keep in mind, when I came here under two years ago, I was brand new to South Florida. I did not know anybody here into Miami, I came here a hundred times for vacation but did not have any friends here, so my biggest challenge was coming here, and it was getting out there and putting myself out there and going to networking events, talking to people and all the people next to me making and building these relationships that were meaningful and I am still doing it right now to be part of the community.

How do you stay up to date with industry trends and changes, and incorporate them into the company's strategy?

I read a lot, of course, we are a magazine... So firstly, I read my own magazine but secondly, I read a lot to our competitors. I do not watch a lot of news because I feel it is negative most of the time, right? But I love to see what is going on, I like to read trend reports, what is happening in fashion, in finance or marketing. I like to follow those things and then, obviously, follow experts.... I have a philosophy *"If I walk into a room and I am the smartest person in the room, I am going to leave the room because I am not going to learn anything"* I feel there is 8 billion people that are smartest than me and I am going to ask them their opinions to build my own opinion.



TRENDS OF THE LIFESTYLE AND MEDIA INDUSTRY IN 2023

- 1.** Print is not dead
- 2.** Luxury travel
- 3.** Housing market
- 4.** Dinning

MEDIA GROUP
lifestyle

SFBW
SOUTH FLORIDA BUSINESS & WEALTH



HR:

**TRANSFORMING
THE
CONVERSATION
WITH
LEADERS**

Adriana Leiro lives in Miami, Florida. Originally from Venezuela she has distinguished herself for her journey through HR positions around Latin America and United States. Her strength lies in being a curious and courageous woman. She has important advancements in the process of evolving the conversation with leaders from the "intuitive HR function" into a "metrics-oriented" conversation that drives superior business decisions.



WHO IS ADRIANA?

Full Name: Adriana Leiro.

Occupation: : Clinical Psychologist and master's degree in human resources.

Nationality: Venezuelan.

Where do you live? Miami, Florida.

Favorite food: Italian food.

Hobbies: Scuba diving and reading.

Favorite Clothing item: Glasses and Shoes.

Favorite place in the world: Miami.

Do you have children? One daughter, Erika.

Adriana started her journey in Motorola early in the 90's. "I started growing in the Latin America region until I was offered a position in the United States and eventually adopted this beautiful country as mine. It has been a great journey living here in the US and working for important companies like Motorola, Microsoft, First Data and Bupa". Adriana explained how she has evolved through her positions. She has a great story and a robust knowledge in the HR field that she kindly shared with us during our conversation.

We would like to know your story. Who is Adriana and what does inspire her?

I was born and raised in Venezuela to where my parents had migrated from Spain. I was raised in a very solid values-oriented family from where I learned discipline, hardworking and long-term commitment, values that have influenced my entire personal and professional life. I am the second of three siblings, the only girl, and I started my story there in a catholic school where I had the opportunity to nurture lifetime friendships.

Motorola was a Company that significantly channeled my career; those were the times where the telecommunications industry started, around the 90's, so I had the opportunity to be part of the beginning and the evolution of the telecommunications in Venezuela and Latin America. At the same time, it was a Company where the HR function was well advanced in the context of a very value-oriented corporation.

Why did you decide to focus your professional path on Human Resources?

I wanted to be a clinical psychologist, but once graduated I realized that in Venezuela mental health was still not recognized as a relevant human need. The working field was not good, so I decided to explore other possibilities in the HR area while studying for my master's degree. Nowadays, Human Resources has become to me a field that brings the two together via the humanization of the workforce, my personal and professional purpose.

Which have been the points in common throughout your different positions?

There are two points that have been in common throughout the different positions. Firstly. I have always worked in multicultural scope positions, which means enjoying and dealing with people from different cultures and backgrounds. This has required me to be sensitive to different cultural norms and be able to communicate effectively across different cultural contexts. Also, since I have overseen different countries, I have had to adapt to different regulatory environments, business practices and cultural nuances.



Secondly, traveling around the globe has taught me to manage my time effectively, be comfortable with change and uncertainty and be able to adapt to new environments quickly.

Can you tell us about your greatest achievement as Vice President Human Resources at BUPA?

Three years ago, we started a big project to change the culture, or the way people behaved in BUPA Latin America. We identified the attributes of the new culture that we wanted to adopt and together with the leadership team we created a culture that after two years was a relevant factor that enabled superior business results.

On the other hand, I taught my team to think about numbers and metrics. Sometimes, as human resource professionals we forget to think quantitatively. However, step by step, we started to think about real metrics of productivity in HR, so in the end we have established 15 metrics to measure our function results. **When you have numbers in front of you, you have a different level of conversation with leaders**, a conversation that evolves from an intuitive one to a fact based / productivity one.

How do you define critical thinking, and why do you think it's important in the workplace?

Critical thinking is important for individuals to solve problems accurately, to innovate, to make more informed decisions, manage risks, communicate effectively, collaborate, so it is the basis of success in the organization. It is difficult to train but it is not impossible, it requires a willingness to learn and the humility to recognize one's own bias and limitations. Critical thinking is closely related to the concept of growth mindset, that is the belief that intelligence and abilities can be developed through effort and perseverance, rather than being fixed and unchangeable. By adopting a growth mindset individuals can also develop their critical thinking skills and become more adaptable, resilient, and successful in the workplace and in life.

How do you stay up to date with the latest HR technology trends and ensure that the organization you work for is staying ahead of the curve?

I am very curious; I read a lot about industry trends. I attend networking meetings, HR associations, conferences, webinars; I am very active in LinkedIn and curious about new trends.

Interviewed by: Fernanda Cala.

Technology has changed the way we work. automation is critical. Adopting technology is certainly helping us to do fewer administrative HR tasks and free up our time to focus more on the strategic component of the function. Also, technology enables HR professionals to count on more data that can be used to make more informed decisions about the employees' life cycle.

MENTION 3 TRENDS WHICH ARE MERGING HR AND TECHNOLOGY NOWADAYS

- 1.** Automation, artificial Intelligence and Machine Learning
- 2.** HR Data Analytics (current and predictive)
- 3.** Humanization of the workforce



Technology adoption will always imply some challenges and risks associated with data privacy, skills gaps and cybersecurity risks but I truly believe that all these factors can be easily addressed through good planning and expert advice.



A LITTLE BIT OF ROCK

One word to describe yourself:

Courageous.

Favorite movie or TV show: I love Good Doctor and New Amsterdam.

What would be your best photo today?

Me underwater surrounded by sharks in the Bahamas.

Favorite music band: Il divo.

Your grounding activity is... Scuba diving, walking by the sea, meditation and Yoga.

What are two things that can't be missing from your backpack? EarPods and my iPad.

Are you fan of a Sport team?... Not at all.

What contribution do you feel you make to a better world? I have the personal purpose of contributing to the humanization of the workplace. Humanizing the workplace involves recognizing and honoring the unique needs, experiences and contribution of each employee while fostering a culture of empathy and open communication.

One piece of advice that you were given and would give: All professionals should select the right place to work based on their values system. Never compromise your values when choosing your employer.





TECH EMPOWERS THE HEALTHCARE SYSTEM

Matías Massotti is a young Argentinian entrepreneur in the field of healthcare technology. He has distinguished himself through his work in developing healthcare technology solutions to improve people's well-being and quality of life by addressing the global problem of access to healthcare. His strength lies in business and entrepreneurship, which led him to create an angel fund to help and invest in early-stage startups.





Matías started his journey working at 16 years old at McDonald's making burgers, serving customers, and cleaning. "Ironically, I started my entrepreneurship journey on the terrace of a fast-food restaurant because I didn't have the money to rent an office. Today, we have a huge team of collaborators from different areas of work, where over 60% are women, and the highest positions are occupied by people between 40 and 55 years old, with whom we mutually learn every day". Matias said inspiring and encouragingly. His amazing idea inspires him and his team to work for something bigger than themselves. Since their launch, they have progressed in the market, gradually creating a future where the desire to reduce barriers to healthcare access and the efficiency of the healthcare system can become a reality.

Firstly, we would like to get to know you and your story. Who is Matias and what inspires him?

I am a person who lives with the responsibility of knowing that I came into this world to make a meaningful change. It is not easy to explain, I just feel it. Year after year, I work to create it and prove it to myself. The things that happen to me, especially the bad things, all teach me a lesson that is connected to what I seek to do to improve people's lives and today, the healthcare industry.

I am inspired by living life intensely, realizing that effort always brings results, and most of all, I am inspired by dreaming that the work we do, the thing we fight for and struggle so hard for, has as its ultimate goal a future where all human beings live longer. Every problem we face when we wake up, work, solve, manage, or administer is minor compared to the enormous magnitude of the goal, and that is inspiring.

Can you tell us about your journey to create Go Doctor and how you came up with the idea?

The idea came to me when I was 23 and it took a year to make it a reality and launch it to the market. Go Doctor was designed to give people immediate, fast, and secure access to the healthcare system, and it arose as a result of the healthcare system's operating model in Latin America, where we waste a lot of time to get a medical appointment, move to the physical consultation, and have the doctor see us at the scheduled time. Therefore, I sought to solve all the difficulties that the system poses in two minutes, just with access to the internet and an electronic device.

Moreover, globally, it is natural to be sick and then go to the doctor, and the solutions are not centered on people. With the application of artificial intelligence and the collection of patient health data, we can work to prevent those possible illnesses and extend people's life expectancy. Who would not want to live longer than expected and with a better quality of life?

What inspired you to focus on the development of technology applied to health?

The global need for improvement in the healthcare industry was the driving force behind motivation. Developing solutions for healthcare has a positive impact on the quality of life of each person on the planet. Go Doctor reaches everywhere, provides access to doctors for spontaneous demand 24 hours a day, and more than 20 medical specialties to coordinate appointments. These technologies allow us to optimize access to healthcare and improve the quality of medical care, which is essential for humanity.

The healthcare system's delay can make medical care not so optimal in some areas, and with technology, we can be the agent of change that the world needs. Changing the healthcare industry is great motivation, and we are achieving it with Go Doctor. We create accessibility for those living in rural areas or at long distances from clinics, personalized care with access to each patient's medical history, and traceability of information because lately, the medical history belongs to the patient and not the institution.

WHO IS MATÍAS?

Full Name: Matías Massotti.

Occupation: Founder and CEO at Go Doctor.

Nationality: Argentinian.

Where do you live? Buenos Aires, Argentina.

Age: 26 years old.

Favorite food: Asado (Argentinian BBQ).

Hobbies: Debating, thinking, playing ping pong, going to the cinema.

Favorite piece of clothing: Black t-shirt.

Favorite place in the world: Argentina.



What challenges have you faced in bringing Go Doctor technology to the healthcare industry?

The obstacles are as diverse as they are possible, ranging from my age and lack of experience in the healthcare world to the system's own proposals to maintain a status quo where processes are not optimized, to the hindrances that exist in any vertical company when incorporating technology.

And... How have you overcome them?

The best way I can overcome all challenges is to show results. There is nothing more to talk about there. What some see as a weakness, I see as strengths, such as my age. I may be young, but my vision of the healthcare world involves having optimized processes, better quality of care, and my most ambitious goal is to have the ability to extend life expectancy, something we all want and that is invaluable. However, as I said before, the top positions at Go Doctor are held by people between 40 and 55 years old because their vision also matters. I understand that I must surround myself with the best in each area to provide a service of excellence and we that we can learn together. Regarding the application of technology, this does not only happen in the healthcare industry.

What do you think it means to make a "technological leap"?


Making a technological leap involves responsibility and commitment, technology can be great but, even today, some companies are very conservative with their analog systems because they still cannot see the benefits that technology has to offer, such as improving efficiency and productivity, saving money, or being able to access information at any time and place to improve the user experience.

How do Go Doctor's telemedicine solutions connect people with doctors in just an average of 2 minutes?

Go Doctor was designed to connect people with doctors quickly and efficiently. It is an easy-to-use platform where patients, once registered, can make spontaneous demand consultations or schedule appointments with medical specialists for online care and connect with them in real-time to start the consultation in an average of 2 minutes. During the call, the doctor will evaluate the patient and can diagnose health problems, generate electronic prescriptions, or refer patients to a specialist or in-person consultation if necessary. This modality not only facilitates access to medicine but also allows the user to avoid traveling to an emergency room or a consultation since most consultations are resolved in the video consultation and do not require in-person care.

What kind of doctor specialties do you have in the app?

We have doctors from different specialties such as



Starting a business is a challenge and involves an arduous process where new problems arise every day, and you must figure out how to solve them. I do not sell a world of fantasies; I am known for being direct. This world is tough, but nothing fills you up more than providing a solution and seeing how it impacts people. Obstacles exist, but so do solutions.

Cardiology, Dermatology, Nutrition, Endocrinology, among others, and specialists in mental health, such as Psychologists and Psychiatrists, to offer a comprehensive service. In the case of individuals, they do not have to be affiliated and can use it freely and pay for the consultation at the time of asking for it. In the case of companies, they can provide it as a benefit to employees or customers, and we make per capita service contracts.

What is the future for Go Doctor, and how do you plan to continue advancing technology to continue growing in LATAM and worldwide?

We plan based on our goals, and our main goal is

for people to live more years. That is why we work on saving lives and preventing diseases with the analysis of medical data and assistance through artificial intelligence to help patients solve increased doubts about their health quickly, efficiently, and online.

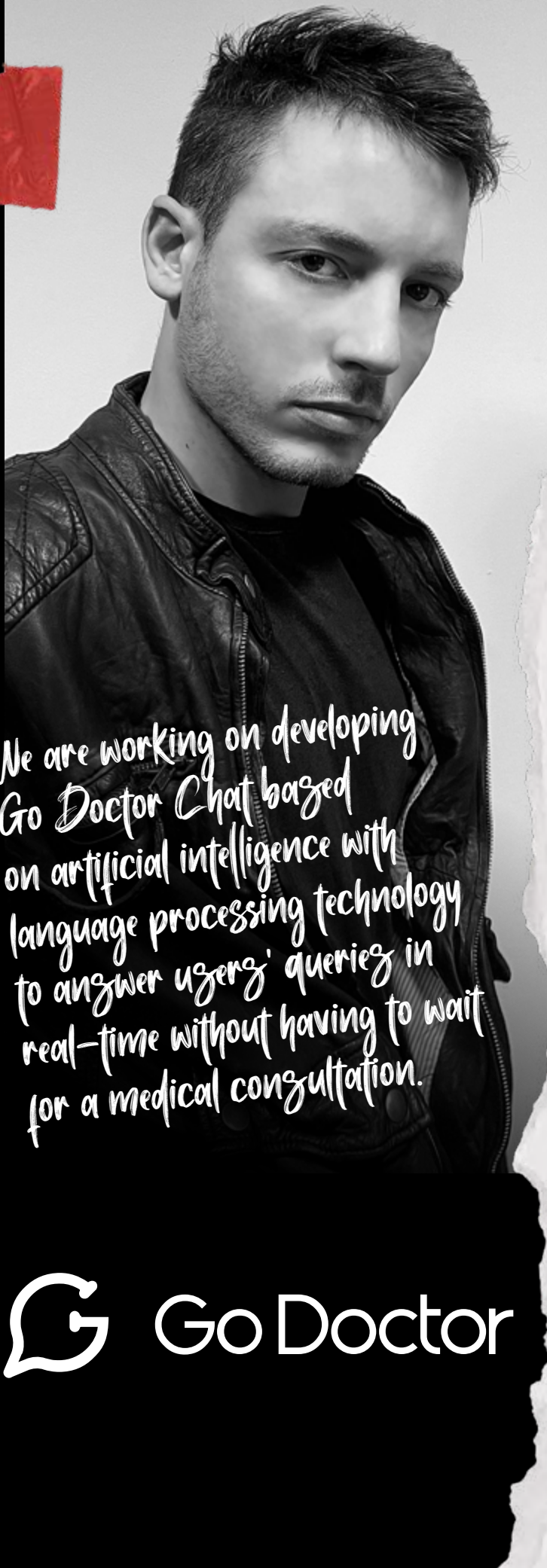
As for expansion, we do it by transforming the culture that remains in the past, where we thought that to be attended, we had to be in the place in person, and we take it to the future, where almost everything can be done virtually. This way is how our actions speak for us and health is democratized worldwide, everyone having the same possibilities and rights.

Interviewed by: Fernanda Cala.

3 HEALTHTECH TRENDS IN 2023:

- 1.** Artificial intelligence
- 2.** Remote physical exams
- 3.** Keep pushing until that solution is achieved: You can have the best idea with the best trends and be up to date, but if there is no drive, mental strength, intensity, you will not achieve anything. Let us make things happen.





We are working on developing Go Doctor Chat based on artificial intelligence with language processing technology to answer users' queries in real-time without having to wait for a medical consultation.



A LITTLE BIT OF ROCK

One word to describe yourself: Intense.

Favorite movie or TV show: Super Pumped (The Uber series)

What would be your best photo today?

One that shows the confidence and determination that I have, as well as the perseverance that brought me here. Also, one that shows the vision of the world of health and the market, expanding our solution in the world, saving more lives every day.

Favorite music band: National: Tini, María Becerra, and Bizarrap

International: Taylor Swift, Ariana Grande, and Dua Lipa

Your grounding activity is... Thinking a lot and talking to myself every night before going to bed.

What are two things that can't be missing from your backpack? Argentina.

What contribution do you feel you make to a better world? Providing access to quality and accessible healthcare to all people in the world, working not only on curing diseases but also on prevention. With Go Doctor, we are changing the healthcare industry and seeking to extend people's life expectancy. That is the greatest contribution we can make to the world.

One piece of advice that you were given and would give: "Life is today and now, what are you doing right now?" I felt it as a call to action. The only thing we can do is start working today to create the future we desire. We must start working now to achieve it.



HEALING THROUGH CANNABIS INDUSTRY

BY FERNANDA CALA



Ashley lives in San Diego, California, and has distinguished herself through her work in the cannabis industry. She is a passionate business advisor inspired by creating a better world through alternative medicine.

Ashley has faced challenging moments through her life; however, she had the strength to overcome them. Her strength lies in being a resilient woman, who took advantage of a difficult situation in her life to find her real passion and inspiration to find her professional path. "After being assaulted, seven years ago, I suffered from PTSD and found cannabis extremely helpful in conjunction with prolonged exposure trauma therapy. Additionally, I had undergone 9 surgeries in my life for various issues from my femur to my back, which had led me to take 6 or more pharmaceuticals at a time". Ashley said encouragingly about this tough times.

"With the help of cannabis, I was able to stop taking all those medications and even have some hardware removed from my body. It was a long process, but I eventually weaned off the medications, which was the most difficult part. While some people may criticize my use of cannabis, I believe it's a safer alternative to other drugs like heroin or alcohol". Ashley assured that thanks to cannabis she improved her life quality and defends it questioning the status quo.

First, we would like to get to know you and your story. Who is Ashley and what does inspire her?

I have a very long story; it has been a challenge during my life to find what does inspire me until recently. This past seven years I have been dreaming for a better world/planet through the use of medical cannabis for health & wellness & Industrial hemp for fuels, fibers, textiles, plastics, paper, hempcrete.

I have heard something about "Do what you love and never work a day in your life" I find out the opposite in truth because when you are passionate of your job it is like never stopping in your head, everything you look at you are thinking of how it can better improve your skill sets and your resources so you actually work more even if you enjoy it.

How do you feel you can get work-life balance?

I am still working on it, is very challenging. Everything I see and do... revolves around making the world a better place so any time I see anything in my head immediately I think "Oh, I got a solution for this" so I am thinking about finding that work-life balance yet, but I must find it.

A truly diverse world would be one in which regardless of ones race ethnicity, gender, religion, everyone would feel included, respected, and valued, and a world where differences are celebrated as a source of strength and innovation. This would mean that people from all backgrounds would have equal access to opportunities, resources, and services.





How did you learn about Cannabis industry?

I was able to get an internship to learn about it, at that time there was not any education about cannabis. There were few certificates, so I got a cultivation internship working alongside a plant doctor, and plant scientist. I was able to learn everything about growing and caring for the cannabis plant. So, when I learned how to care the cannabis plant, I realized I could make a career path for myself. I evolved from there, I just did not want to stop learning... I wanted to know how products were made from the plant, I wanted to know how they were selling it, and then I want to help change policy and regulation... so I got my experience working on the field.

As a business advisor in the tech and cannabis industry, what are some of the leadership qualities you believe are essential for success in this fast-paced and ever-evolving field?

To ensure success, it's important to be ready and able to take on multiple tasks, projects, and responsibilities at any given time. In both the tech and cannabis industries, everything can change extremely quickly so it's important to be adaptable and flexible in order to keep up with the pace of change. It's like building an airplane while it's already on the runway.

It's important to question the way things are done, **question the status quo** and not be afraid to suggest new ideas because everything is emerging. Both the tech and cannabis industries are relatively new, and things are constantly evolving. Business plans need to be reviewed and updated regularly, and it's crucial to challenge the status quo, think creatively and explore new approaches to stay ahead.

WHO IS ASHLEY?

Full Name: Ashley Manning.

Occupation: Chief Operating Officer.

Nationality: Italian, German, Jewish.

Where do you live? San Diego California.

Age: 36 years old.

Favorite food: Spaghetti.

Hobbies: Exploring/hiking in nature, bird watching, traveling in my van, kayaking and learning/seeking out real estate investment opportunities with my wife.

Favorite Clothing item: My blazer.

Favorite place in the world: Lake Tahoe.

Do you have children? NO!



A LITTLE BIT OF ROCK



One word to describe yourself: AWESOME!

Favorite movie or TV show: The Fosters.

Favorite music band: Irration, reggae/funk band.

Your grounding activity is... walking on the beach.

What are two things that can't be missing from your backpack? Water & CBD/THC gummies.

Are you fan of a Sport team?... My wife is a huge fan of Ohio State University (OSU). Consequently, I tend to enjoy their games because I see how much she enjoys them. However, I will only watch a game if that's what others want to watch and have some chicken wings. I'm not the kind of person who would buy a ticket or subscribe to a premium TV channel just to avoid missing a game.

What contribution do you feel you make to a better world? Working in the cannabis industry has made me feel like I contribute to making a better world by promoting public health and safety. Throughout my various employment experiences in the cannabis industry, I have been able to promote education and increase awareness regarding the potential healing and positive effects of both cannabis and industrial hemp, which can ultimately contribute towards creating a better world.

One piece of advice that you were given and would give: A good friend always tells me "You are already alright."

What about the challenges? How do you think is the best way to get overcome them?

Leaders in the tech and cannabis industries need to be resilient in order to navigate the challenges and stress that come with these fast-paced and often unpredictable fields. They need to be able to maintain a positive attitude and remain focused, even when faced with setbacks or obstacles.

We have seen you supported the WomenInCannabis.Study. Can you please tell us about this important project?

Yes, A colleague of mine Jennifer Whetzel is the founder/author of the Study which is a mixed-methods research project intended to document the stories of women working in the cannabis, CBD and hemp industries in order to improve equity and inclusivity. The study provides a comprehensive, in-depth analysis on Industry Insiders: their cannabis use, their personalities, their sacrifices, and how they define success for themselves. It was initiated due to a lack of existing data on the subject as well as a way to ensure women are a part of the cannabis narrative. I participated as well to share my experience.

And.. What about #QueerInCannabis?

Arcview's Queer in cannabis webinar I participated on a few years back that provided a platform for members of the LGBTQ+ community who are involved in the cannabis industry to share their experiences, challenges, and successes. It aimed to promote diversity, equity, and inclusion within the cannabis industry by highlighting the contributions of LGBTQ+ individuals and addressing any barriers they may face.

MENTION 3 TRENDS THAT MERGE TECHNOLOGY AND CANNABIS

1. Smart/Precision cultivation/Ag technology
2. Telemedicine services for patients.
3. Sustainable and Eco-friendly Technologies



If you are looking to enter the industry, reach out to the cannabis recruiting firms they can evaluate your resume and see how your skillsets could parlay into the cannabis industry.



With your experience in the cannabis industry, what do you see as some of the biggest challenges facing businesses in this field?

- The presence of individuals who are still incarcerated for crimes related to cannabis.
- Classification of cannabis in the same category as heroin
- Regulatory uncertainty surrounding the industry.
- Difficulties with banking and financial services, as cash-based businesses are vulnerable to crime.
- Restrictions on marketing practices
- Struggles with talent acquisition and retention.

And... how do you think can they overcome these challenges?

Participate at the front end of policy making and government relations as a company or through supporting industry trade associations who are working at the front end to address and provide solutions to the challenges below:

- **Legal reform:** Reforming laws and regulations that criminalize cannabis can help address the issue of individuals still incarcerated for cannabis-related offenses. This includes legalizing and decriminalizing cannabis at the federal and state levels.
- **Reclassification:** Cannabis should be reclassified to a lower category, which will help reduce the stigma associated with the substance and ease regulatory restrictions.
- **Regulatory clarity:** Creating a clear regulatory framework that defines how the cannabis industry can operate will help provide certainty to businesses and investors.
- **Banking and financial services:** Allowing cannabis businesses access to banking and financial services will help reduce the reliance on cash-based transactions and reduce the risk of crime.
- **Marketing:** Relaxing marketing restrictions will help businesses promote their products, reach a wider audience, and compete more effectively with other industries.
- **Talent acquisition and retention:** Offering competitive compensation packages, professional development opportunities, and a supportive work environment can help attract and retain top talent in the industry.

By implementing these strategies, we can address the challenges facing the cannabis industry and create a more sustainable and successful future for the industry.



2023 HR TRENDS



EFFECTIVE LEADERSHIP



Today, more than ever, the leader is understood as an enabler of better and more sustainable results. According to a Gartner survey of more than 800 HR leaders from around 60 countries, 60% said that effective leadership is one of the jobs to be addressed by 2023, and 24% of HR leaders say their approach to leadership development does not prepare leaders for the future of work.

En el libro *"Good to Great"* de Jim Collins, se In the book "Good to Great" by Jim Collins, 1,435 companies were examined over a period of 40 years. From this research, the first concept I wanted to share with you is Level 5 Leaders.

If we think of an organizational pyramid with respect to Leadership, at the base we place the Highly Capable Individual, who contributes using his or her skills, knowledge, and good work habits. One step higher is the Contributing Team Member, who can use his or her skills and knowledge to help his or her team succeed. At level 3, the Competent Manager, a leader who is able to organize his team to efficiently achieve predetermined objectives.

Level 4 is Effective Leaders. This is where most leaders can be found. They are able to create commitment from their team to synergistically pursue a clear and compelling vision. They are also able to create a high performing team. And finally, we come to the pinnacle of leadership: the Great Leaders. They have the skills of the other four levels plus a unique combination of willingness and humility. And it is this combination that makes them great. These leaders are characterized by delivering results sustainably, they create new leaders, they share praise, they take the blame, their ambition is for the organization to excel more than themselves, they tend to be modest about what they personally contribute and, in most cases, they come from within the same organization.

The second concept I would like to share with you is that of Appreciative Leadership, which Laura Isanta develops in her book *Appreciativity*. As we grow up, we tend to get into the habit of focusing on everything that doesn't work, our defects and weaknesses. At the same time, it becomes more difficult for us to appreciate and enjoy the people and things around us. The development of appreciative skills is an invitation to recover capacities such as astonishment, benevolence, focus on talents, strengths, opportunities and abundance.

The ACOM Appreciation with myself, with others and with the world model, developed by Laura Isanta, has been successfully tested in important companies in different countries around the world. It is designed to enhance and develop appreciative skills in three fundamental areas for human beings: with myself, with others and with the world around me.

Leaders with high levels of Appreciation are co-constructors of healthy work climates, more competent when exercising leadership, have greater tolerance for uncertainty, are skilled in managing their own and others' positive emotional states, experts in asking and inquiring to find the positive, active promoters of growth and transformation.

The appreciative leader plays his role focusing on the best of people and the organization, they are active co-constructors of contexts that mobilize people towards the achievement of organizational goals with a high degree of commitment, motivation and inspiration.



ORGANIZATIONAL DESIGN FOR CHANGE MANAGEMENT



In the current competitive environment, organizational design for change management emerges as one of the trends we will see in the coming year and will focus on the search for solutions to cope with the ever-changing environment. As indicated in the Gartner report, "Top 5 Priorities for HR Leaders in 2023", 53% of respondents consider change management as a priority objective for this coming year.

As Gartner indicates, the dizzying dynamics of the context forces companies and people to embrace permanent change, which represents a great challenge for organizations and, at the same time, a great opportunity for people management areas to lead and sustain continuous transformation. We know that the pace of change often confronts companies with problems that are very difficult to solve, dead ends that make it necessary to look for alternative ways of doing things.

The speed of technological evolution, the scarcity of talent, the new generations with different mindsets and the impact of the pandemic on the way we relate



to work, make up a cocktail that is very difficult to digest for organizations with cultures from another century that are clearly outdated and not very functional for business efficiency.

Today, the path of transformation is inevitable. This is the great challenge for people management leaders who face a complex scenario with multiple variables to address, which requires understanding some of the obstacles:

The speed of changes in the context is not the speed of change of people.

Fear of change, fear of losing status, control or power, and anxiety due to a context of high uncertainty become a major obstacle for leaders to dare to face transformational processes.

In these times, the old and the new coexist, producing a clash between totally opposing energies that leads to great tension between management and collaborators and impacts on the climate of organizations.

The people area takes center stage and must generate spaces for conversations that allow the transformation of deep beliefs and enable open and inclusive listening to what is new and different. Implementing and proposing new artifacts and rituals that can convey the necessary changes.

It is time to decentralize egos, of horizontal leadership with a transcendental purpose that can function as a compass and a retaining wall to the anguish that change represents.

It is time for the people areas to have the necessary courage, to avoid "As If" solutions and to ask uncomfortable questions that challenge leaders, seeking to sensitize them to the need to make real personal and organizational transformations.

3

RECRUITMENT

People talent is a key element for the achievement of organizational objectives. Having high-performing teams with the right soft skills and technical knowledge has become imperative, especially in the face of today's complexity. According to a Gartner report, 50% of HR leaders expect talent competition to increase in the next 6 months, and 36% say that their current recruiting sources are not sufficient to identify profiles with the competencies they are looking for.

4

EXPERIENCE OF THE COLLABORATOR

Aligned to the previous trend, one of the challenges of 2023 will not only be to acquire the ideal talent but to create a positive experience throughout their cycle, providing concrete development opportunities and an individualized career plan. According to Gartner's research in its report, 44% of HR leaders believe that their organizations do not have attractive career paths. It is in this sense that being able to map the skills and potential of talents is key to be able to develop them.



5 FUTURE OF WORK

Exponential technologies and the speed at which changes are occurring are confronting us with new scenarios of work, competitive and business models. In this sense, organizations should review their strategic planning and evaluate whether a change is necessary. As the Gartner report states, 42% of surveyed leaders know that it is necessary to think about it and 51% recognize that their current workforce planning is outdated.



The use of ChatGPT in HR is gaining popularity in the industry due to its multiple applications and its ability to improve efficiency in the department. ChatGPT is a language model developed by OpenAI, which has been trained on a wide variety of tasks, including human conversation, making it ideal for use in HR.

One of the biggest discoveries of using ChatGPT in HR is its ability to aid in candidate screening. Instead of having to manually sift through a stack of resumes and applications, ChatGPT can help make

an initial selection of the most suitable candidates by assessing skills such as communication and aptitude for the job.

Another important application of ChatGPT in HR is its ability to assist in interview management. The system can be programmed to ask specific questions and evaluate candidate responses in real time. This allows HR managers to have a deeper and more objective understanding of candidates, thus improving selection accuracy.

In addition, ChatGPT is also useful in employee care. As an artificial intelligence system, it can respond to frequently asked employee questions quickly and efficiently, freeing up time for HR managers to focus on more strategic tasks. Its customization capabilities also allow companies to tailor it to their specific needs and provide more personalized employee care.

However, it is important to keep in mind that ChatGPT should not be seen as a complete replacement for humans in HR. It is a valuable tool, but it cannot replace empathy and human understanding in complex or sensitive situations.

In conclusion, the use of ChatGPT in HR is improving efficiency in the department and providing a more objective way to evaluate candidates and serve employees. However, it is important to use it as a complement to human interaction rather than replacing it completely.

Interesting article? In fact, it was written directly by CHATGPT, in response to my request: "Write a 350-word article on the use of GPT in Human Resources". Although CHATGPT is revolutionizing and monopolizing all conversations in recent months, the truth is that the technology behind it, which is Artificial Intelligence - specifically machine learning, natural language processing and Robotic Process Automation (RPA) - has been used for years in the area of Human Resources, and more and more companies are using chatbots to answer common employee questions, or perform the first stages of interaction with candidates in the selection process.

There are also many companies that use this technology to classify the open comments of their employees in different surveys (climate, exit...), so CHATGPT is nothing new in terms of its use. However, let's give it the honor of having democratized this technology (for as long as the free version works).

By the way, CHATGPT can also write you a job offer or the CEO's Christmas greeting note to all employees. You are welcome.



A LEADERSHIP CATALYST CONNECTING LATINAS IN HR.

BY XIMENA DESALOMS

Priscilla was born in the United States and is living between Miami and Chicago. She proudly shared her mom immigrated from Mexico to the US and has Mexican roots from her dad's side as well. She has distinguished herself through her work and leadership in the HR industry and has disrupted the field in a positive way by creating a powerful community "Latinas Rising Up in HR | Latinas Avanzando en Recursos Humanos".



Priscilla started her professional journey in the hospitality industry and evolved into the HR career. She has an encouraging story, a lovely soul and is a servant leader with a beautiful purpose.

Her strength lies in building meaningful connections and being the pathway of visibility to Latinas in HR to grow and be recognized in this career. To start the interview, she opened her heart to tell us about her story, and the challenges she faced until she became the Founder and CEO of Latinas Rising Up in HR.

We would like to get to know you. Who is Priscilla? Who was she when she was younger? What did she dream about?

I was a very loving and smiley kid with family, but very uncertain of myself as I figured my place in the world. However, I always knew that there was something inside of me to do something great. It is a feeling that has never left me and continues to drive me to do the work that will leave a legacy I am proud of. In my younger years I was shy and didn't know who I wanted to be or what my place in the world was. I found happiness in making lots of friends, meeting new people, and helping others.

In high school, I started to open up through my passion of singing, and this is what started to give me more confidence. I remember doing my first solo in 6th grade and thereafter joining the choir at school and at church. That is where I began to find my place in the world. As I approached high school I grew into a social butterfly, never landing in one group but always part of every club: music, volleyball, soccer, softball, Spanish, student council... I loved being with everyone. A dream that I had was after attending a conference (USHLI – United States Hispanic Leadership Institute) that changed my the course of my mind and dreams. I was inspired by a speaker who looked like me (dark hair, in a blue suit and curvy) that spoke and said, "being Latin@ is gift...you do not need a statistic and can achieve anything you put your mind to" and from that day on a seed was planted...to continue going after my dreams and maybe one day be able to inspire someone like she inspired me.

How did you start your professional journey in human resources?

I actually started working as an events assistant with Hyatt Hotels and learned so much! After working in this role for a year, I moved into finance for a few months to withstand the uncertain economic times, and following that temporary role I was offered a position as a manager in human resources focused on employee engagement. That is where I started my career in HR, focused on culture, over the next few years I moved into recruitment, benefits (managing plans of two hotels 4 unions), workers compensation and supported employee relations (investigations). After my 4 years in the hotel I was offered a position with the corporate diversity and inclusion team and had the opportunity to break into working for this global headquarters. I still remember the housekeepers sharing how proud

they were to see someone like me, a Latina, moving up the ladder into those offices. One leader said to me "Priscilla, you have so much ahead of you, do not forget where you came from and those that supported your journey up." Best advice that I hold tight to.

In this corporate role I traveled to Hong Kong, Beijing, Singapore, Tokyo, Brazil, and my small world opened up like a dream. What impressed me the most was learning about everyone's story, from every country, every culture, and how the company could impact them...during this role we were way ahead of where DEI is today and focused on how to support women to move into leadership positions in the hotel industry.

How did you come to create this community and published book of "Latinas Rising Up in HR"?

A few years ago I moved to Miami because of an amazing opportunity to open over 45 hotels throughout Latin

WHO IS PRISCILLA?

Full Name: Priscilla Verónica Guasso.

Occupation: Human Resources.

Nationality: Mexican / American (I was born in the USA, my mom is Mexican).

Where do you live? Between Miami, Florida & Chicago, Illinois.

Favorite food: Green enchiladas or Vodka Pasta.

Hobbies: walking, swimming, on a boat, resting at the beach.

Favorite Clothing item: High heels, scarves, hats and accessories.

Favorite place in the world: On an island, surrounded by clear water with any of my favorite people.

America. After being in this regional talent acquisition role for 4 years I was ready to grow in a more executive and strategic role...while getting back to my home of Chicago, Illinois. I moved into a Divisional Director of Human Resources role where I used many of my skills and experience. As my role evolved into focusing on employee relations investigations, I knew deep in my heart this was not what I wanted to do. After two and a half years I took time off working to focus on my health as we went through 3 miscarriages. In our society we don't talk about this, but the stats show about 1 in 6 of adult's worldwide experience infertility. With the amazing support of my husband, I used the following year to focus on me and made a conscious decision to pursue my passion project of one day creating a space for Latinas to come together through vulnerability, storytelling, and leaders...here is where "Latinas Rising Up in HR" was born.

How did the idea come up?

Being in diversity, equity and inclusion, it was my role and passion to focus on equity across all communities. As I moved up the corporate ladder, I saw less, and less Latinos and Latinas represented in the leadership roles across different companies and industries. When I left my job to take care of myself, I realized that I had the time, money, and passion to create something that not only excited me, but would allow me to execute on my vision to contribute a solution to the world and our community. I talked to an old friend (now our publisher, thank you Fig Factor Media!) and an old mentor who also encouraged my idea, and in October 2020 during the height of the pandemic we launched Volume 1 of Latinas Rising Up In HR. Only two years later we are a community of over 2,000 followers, we've issued 6 scholarships through proceeds of our book sales, created 2 podcast seasons, launched our signature leadership summit and published volume 2 of our book!

How did you pick those 20 wonderful women to contribute to your book of volume 1 and now volume 2?

Acting on a dream is never an easy task and I remember going through a really rough time when moving on this project. I wasn't working, my husband had lost his job, we moved into my sister's basement (concrete floors, no bathroom in our space, 1 window (lol), and it was there that I developed, executed and launched this idea. As I was staging my zoom background in that basement I remember thinking, "Wow! I am releasing my first book ever in my sister's basement! No one will ever believe this." Through the power of my network and LinkedIn, I found these 20 amazing Latina HR leaders. I had an application, shared with leaders I've had in my career, arranged interviews and did my own reference checks with the hope that I would find leaders that embodied traits that impacted my own leadership journey: vulnerability, honesty, trust, strength, resilient, heart, integrity and fun. I was looking for other Latinas who wanted to make an impact, had a servant leadership style and humble. This wasn't going to be a book of women bragging, on the contrary, they gave me permission to peel back the onion and get to the core of their story and share the hard moments so we can all learn and grow from them.

You are a DEI specialist as well, tell us how this has evolved in the United States?

What is beautiful about the US is the diversity that is woven throughout our country. Yet we have a history that is not transparently discussed and has effected so many communities in many different ways. Equity, Inclusion and Belonging is the uphill battle that requires resilience in DEIB professionals due to unconscious biases we all have. Today I have focused on Latinas and am hopeful that corporations continue to partner with organizations like ours to change the future of leadership. According to the US Census Bureau, U.S.



"There may come times where you may feel like the world is so big and that your dream is without reach. Just remember: Rejection is temporary, giving up makes it permanent."



Hispanics make up 62.5 million our population and by 2060 almost 1 in 3 Americans will be Hispanic! In a Forbes study 75% of non-Hispanic supervisors are unaware of the Hispanic cultural values and childhood upbringing which influence the ways Latinos can think, act and perform. In a McKinsey study Latinas and Black women are less likely than women of other races and ethnicities to say their manager shows interest in their career development. If you're a leader at your organization, I encourage you to read and learn more about all communities represented in the U.S. This is why action is needed and our community of Latinas Rising Up In HR is focused on doing this in our field.

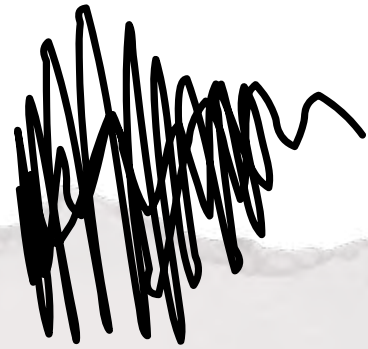
What percentage of Latinas are in leadership positions?

The US Census Bureau shared that Hispanics make up 18% of the US population, yet when we look at Latina leadership an HACR study shares that Latinas only make up 1% of board of directors, 2% of executive positions, and 3% of management positions. The math doesn't add up and much work to create equity not just in representation across leadership roles, but in pay equity and investing in our development.

What dreams do you have for Latinas in 5 years?

Seeing that 5 years is not much time, my dream is to see corporations transparently share their metrics of Latinas throughout each leadership level and transparently share pay. I would love to see Latinas and Latinas represent 18% of leadership and paid for the amazing skills we have. I'd love to see more Latinas lift and empower each other because when one wins, we all win. The dream I have for Latinas Rising Up In HR is to be the go-to community for Latinas and Allies in HR looking for a place that intersects what matters to us personally and professionally. My dream is to do more events virtually and in-person to bring greater visibility of the amazing HR leaders we have!

Interviewed by: Ximena Desaloms.



A LITTLE BIT OF ROCK 

One word to describe yourself: Joyful.

Favorite movie or TV show: Bridesmaids.

Favorite Book: "Latinas Rising Up In HR"

What would be your best photo today?
Laughing.

Favorite music band: Alicia Keys.

What are 2 things that can't be missing from your backpack? Red lipstick and my metal spoon.

Are you fan of a Sport team? All Chicago teams...I love watching live games of basketball, futbol and American football. For fun I love playing volleyball.

What contribution do you feel you make to a better world?

Motivating and inspiring Latina's who work in HR. I find myself as the bridge in reminding them of how powerful their story is, that they can impact lives and we need to visibly see their leadership throughout our field across all roles. We each have the power to life each other up and make an impact in our circle of influence of friends, families, coworkers and community.

One piece of advice that you were given and would give:

Make the time to stop and reflect. We live in such a fast and agile world that requires us to also find time for R,R&R (rest, reflect & recharge), we can't always be at 150%.



REACHING *the stars* WITH YOUR HANDS

BY FERNANDA CALA





Two of the young crew members of "She Is" Foundation, created by Nadia Sanchez in Colombia, tell us their story of empowerment and how they reached the NASA Space Center in Houston, thanks to the foundation and the sponsoring organization: Ecopetrol.

Alejandra and Melanny were born in two small towns in Colombia: Saravena and Uribia. They are only 13 and 16 years old, but despite their young age and what they have lived through in these conflict zones of the country, they have already fulfilled their dream of seeing the stars so closely, which has motivated them to move forward to focus on their dreams and goals. They are characterized by their energy, joy, resilience, and perseverance, you can tell by the way they express themselves and tell their stories.

"I admire the founder of the "She Is" Foundation, Nadia Sanchez, I would like to be like her in the future. She is very beautiful, it was great to meet her in person, her personality is so simple, and I admire her. In spite of how difficult her life and her childhood was, because she told us her story, she was able to fulfill her dream of going to the most important universities in the United States and she is also making it possible for many girls to go into

space and visit the NASA Space Center".

Alejandra said excited and inspired, with the smile on her face which distinguished her. Nadia Sanchez and the "She Is" foundation have inspired and empowered many Colombian girls and young women, helping them to break stereotypes and giving them the opportunity to learn that they can be anything they want to be and become interested in STEM careers.

"Nadia is a person to admire, she was the one who inspired me and opened my eyes telling me that I can do it, that I can be a leader, that I can be strong and that I can be myself despite all the conflicts we have. I would love to study aerospace engineering, and when I arrived at the Space Center, I was very proud to meet engineer Diana Trujillo, listening to her talks was inspiring, and being able to meet her in person was also very exciting". This is how Melanny excitedly recounted her experience of meeting one of the Aerospace Engineers she most admires.

How did you find out about the She Is Foundation?

Alejandra: I didn't even know that the "She Is" foundation existed, I found out on the last day of registration for the program because I am in a project called "Valiente" of Profamilia. They, with the support of the Canadian embassy, and seeing that I am a girl who leads initiatives, who speaks a lot, in public, and is very extroverted... well, they thought I had the right profile, so they told my mom. I was in class, so she was the one who made all the arrangements because she thought: "Aleja is going to really like this, she really likes science, and she is going to thank me for doing this". And so it was, I really do. So, she went to





"There is no word I want more than peace, it would be very nice to live in a country where there really is peace and brotherhood among all, where we take care of the environment and where there is always respect above all".

WHO IS MELANNY?

Full Name: Melanny Yuliana Gonzales Cabrera.

Nickname: Mela.

Occupation: 11th grade student.

Nationality: Colombian.

Where do you live? Saravena, Arauca.

Age: 16 years old.

Pets: Kitty (Lu).

Favorite food: Beans and lentils.

Sports: Volleyball.

Hobbies: Singing, dancing, and composing.

Favorite clothes: Skirts and shorts.

Favorite place in the world: My room, the martial band, and my home.

look for me that day, and told me the whole process, and thanks to that I was able to meet the foundation and fulfill my dream of going to space.

Melanny: I found out about it because one day I was with my parents watching TV and spending family time, and they were talking about the "She Is" initiative. So, I got excited and told my mom: "Look mommy, a place where they take girls to NASA Space Center, I want to go! Then we found out about the applications, and I said: "I'm not missing this opportunity, and whoever gets it, gets it", so I sent in the application, and a week later they told me I was pre-selected. I really went crazy that day because of the excitement I felt, then at school, at a flag raising ceremony, all the cameras were there, they showed me the video and told me "congratulations you are going to visit the NASA Space Center" and I could not believe it, that day will be one of the most unforgettable days of my life and I felt like the luckiest girl in the world to know this news.

What do you consider to have been the most challenging moments in achieving this goal of reaching the Space Center?

Alejandra: It was very difficult because my skating classes were combined with virtual classes. So, I stopped skating, I gained weight, they took me to the doctor and told me I had to lose weight, but I didn't know how to manage my time because in the morning I was in school classes and in the afternoon, I was in the foundation classes. But they were a lot of fun, I learned many new things that I had not seen before because, for example, the laboratory at my school is a half laboratory, since my department of Guajira is one of the most forgotten by the state... I did not know anything about robotics, and more or less I knew something about technology thanks to



my computer teacher, but in reality, it was thanks to the talks and the process of the foundation, which was very difficult to be honest, where I learned a lot about all these topics.

Melanny: Well, in my case it was the band... because I also had to cross schedules with the foundation's lectures. My rehearsals were from 2 to 5 in the afternoon and the lectures were at 4 o'clock, so I always had to choose, or sometimes, I would only go for an hour and then I would run home to listen to the lectures. The other thing was sometimes the lack of internet because the shootings and bombings started here in Saravena... then most of the time the signal was lost but thank God in the end we were able to solve it. Even though my days were very busy, and I ended up very tired, I don't regret it because I was able to fulfill this dream and all the effort was worth it.

How did it feel to have the opportunity to visit the NASA Space Center? What struck you most about the experience?

Alejandra: I was so shocked by it all! Because I didn't know anything about how things worked over there, I asked myself: How does this work? But how did they manage to get this to reach there, so far away, to space? How can it be possible that I am touching this with my hands? Everything amazed me! and I had so many questions, everything was impressive.

Melanny: The truth is that everything for me was spectacular because stepping into a new country was already incredible. I feel that when I entered the Space Center and looked at everything that was in there Everything was so big! I felt very small, I watched how they put those spacecrafts, there were many things that I did not know... when we were further inside, we were able to see the "Saturn 5", it was a giant thing and I wanted to take pictures everywhere. When we got inside, I felt closer and closer to the stars, I could not assimilate it, every time we arrived from a class at the Space Center I would lie down on the bed and say God, I am fulfilling my biggest dream!

Do you dream of living in another country? What would be your dream country?

Alejandra: Well, I really want to travel all over the world, but the country I would like to stay for a while and live there, even for a year or two, would be Canada I would love Canada!

Melanny: I like Canada, I know it is a very cold place because there are seasons, but I also know that it is a place with many open doors. There are very good universities, the study there is very good and if you go there, you must learn English, and I feel that I am a person who would like to be able to speak English and manage it perfectly.

What is your biggest dream for the future and



A LITTLE BIT OF ROCK

One word to describe yourself: Joy, leader, unique.

Favorite movie or TV Show: They're like children and the Harry Potter saga.

What would be your best photo today? A photo being a leader leading my high school.

Favorite music band: BTS (K-pop).

Your grounding activity is... Playing in the marching band and singing.

What are 2 things can't be missing in your backpack? Mirror and my Saturn pen.

Are you fan of a Sport team? Colombia and Argentina national team.

What contribution do you feel you make to a better world? To inspire the Saravenenses so that we can realize that despite the armed conflict that we live here we know that we can move forward. I consider myself an example of my town.



"I dream of a world where indigenous communities are taken into account, not only those here in La Guajira, but also those in the Amazon. I want them to take us indigenous people more into account, it seems to me something very important".



¿WHO IS ALEJANDRA?

Full Name: Jaiрем Alejandra Reyes Bravo.

Nickname: Aleja.

Profession: 9th grade student.

Nationality: Colombian.

Where do you Live? Uribia, La guajira.

Age: 13 years old.

Pets: My little dogs Gomelo, Pitufa, Rasputia, Laisha and my little cat Lila.

Favorite food: I don't have one, I like to eat everything.

Sports: Skating.

Hobbies: Dancing, reading, writing, and drawing.

Favorite clothes: Typical guajira blankets.

Favorite place in the world: I have the ability to adapt very fast, so I don't have a favorite place.

how do you plan to achieve it?

Alejandra: I have many dreams, I would like to be a biochemist, study social communication or dance. I would also like to speak English, to know other countries, to travel around the world... I really couldn't decide on one right now. I think that to achieve them I need to have the vision that I am already fulfilling my dream and think about what things I need to do to fulfill them little by little and reach those goals.

Melanny: Well, first graduate from high school, enter college and become a professional. I have three options to study: aerospace engineering, biomedical engineering, or optometry... but the main thing is to be a professional. I feel like a lot of girls end up in a career they don't like and end up cutting it, I feel like that's a problem... but if you have a clear goal, you can achieve it. So, you can start by having a plan so that in the end you can achieve the goal you've always wanted.

How has your experience as a crew member at the Foundation contributed to your future dreams and goals?

Alejandra: It has contributed a lot because thanks to this, many doors have opened for me, I have had more interviews, I have been invited to many important events, I have been considered and my opinion as a teenage leader has been considered. This has helped me a lot and I also inspire many girls, that fills my heart, it makes me feel something very nice and it fills me a lot.

Melanny: Before, I didn't have a career in mind, I was worried that I was about to leave school and I didn't know what to do and I didn't have anything in mind... but after the opportunity to meet Nadia, the foundation and the Space Center, another path opened up for me, the path of science, the path of

being a leader and empowering more girls. I would like to tell the other girls who did not make it to the crew not to give up, to look for more alternatives because there is always a way, like a mathematical exercise there is always a solution.

What is your driving force to achieve your dreams and goals?

Alejandra: My driving force is my mom because she has been my manager, my photographer, my writer, and many other things. She is the one who has helped me with all this long journey, and it is my mom who is always looking out for me. For example, my mom helped me to be in this interview because we had to come to the village to access the internet,

she is a "berraca" woman and fighter. I would like to inherit many things from her, I look at her when she is cooking the arepas, when she flips them and doesn't burn them.... I wonder, am I going to inherit all that from her? My mother is my driving force and the one who teaches me many things.

Melanny: Clearly my parents, I love them both very much and they have always made an effort to give me everything. The main thing they have always given me is joy and support. God also inspires me; he is my guardian angel.

She is Foundation



A LITTLE BIT OF ROCK

One word to describe yourself: Joy.

Favorite movie or TV Show: They are like children.

What would be your best photo? A picture I have when I was a baby at the cape of the sail.

Favorite music band: BTS and Coldplay.

Your grounding activity... Dancing or skateboarding.

What 2 things can't be missing in your backpack? My pencil I brought from the United States and my Space Center planner.

Are you a soccer fan? A fan of... Junior from Barranquilla.

What contribution do you feel you make to a better world: I inspire many girls to fulfill their dreams and teach them about sex education, because in my community and in my town, there are many teenage pregnancies. I want to contribute that little bit so that many girls know how to take care of themselves and be able to fulfill their dreams.

One piece of advice you were given that you would give: "Everything in due time, live your life before creating another life".

WOMEN IN TECHNOLOGY



WOMEN IN TECHNOLOGY



WOMEN IN TECHNOLOGY

Camila lives in Miami, Florida, and has distinguished herself through her work in the tech industry. She is a passionate about technology, diversity, inclusion and equity which has driven her to contribute to a better world.

Camila has enjoyed an exciting journey, growing up in Argentina, where her parents always encouraged her to take risks and step out of her comfort zone. "Over the years, I have worked for various companies such as Frost & Sullivan, Softtek, and Claro Enterprise Solutions, part of Carlos Slim's America Movil group. In these roles, I managed teams in Europe, South America, Miami, and New York". Camila spoke encouragingly about her professional path.

First, we would like to get to know you. Who is Camila and what is your story?

I am a Latina woman who is proud to be a mom – I am pregnant with my second child. I am also fortunate enough to have a place at the C-suite as the Chief Marketing Officer (CMO) of Sorenson. My passion for technology, diversity, inclusion, and equity has driven me to become an advocate for positive change in the world. I am a mentor, a mentee, and I strongly believe in sponsoring talent to help others achieve their goals. Over the years, I have worked for various companies such as Frost & Sullivan, Softtek, and Claro Enterprise Solutions, part of Carlos Slim's America Movil group. In these roles, I managed teams in Europe, South America, Miami, and New York.

I have been living in Miami for the past 10 years, and I am happily married to an amazing husband who is a surgeon. We have a three-year-old son who reminds me every day of what's truly important in life. I am proud of my accomplishments and failures, as they have helped me get to where I am today, and I am excited to see what the future holds for me both professionally and personally.

Can you tell us about your background and how it has influenced your career path?

I attended university in Buenos Aires, studying business, and during my studies, I had the opportunity to complete an internship with IBM. It was during that time that I fell in love with technology and decided to pursue a career in the field. Looking back, I guess I followed my parents' advice in not taking the easy path! Throughout my career, I have learned to appreciate the importance of diversity. As a woman in tech and a Latin woman in the U.S, diversity has been a crucial part of my experience. Additionally, the teams I led were comprised of people from different cultures, countries, demographics, and backgrounds.

It has been eye-opening to see how the unique perspectives and experiences of my team members have contributed to the success of our projects.

And.... what about your current role at Sorenson?

In my current role as CMO of Sorenson, my focus is on the company's global presence and supporting our expansion into new markets. I am responsible for defining and executing our go-to-market and marketing strategy, including advertising, marketing communications, social media, and public relations. I am a forever student, always looking for new ways to improve and be more effective, and to ensure that our budgets are being put to optimal use.

The meaning of diversity has reached a new level at Sorenson. We work to **enable seamless communication for diverse people, including people who are Deaf, hard-of-hearing, and for people** who speak different languages. It is an honor to be a part of a company that is making such a positive impact on people's lives.

As a leader, what are your core values and how do they guide your decision-making?

One is related to diversity, and the importance of listening to and considering other points of view, particularly people whose backgrounds and perspectives are different from yours, or different from the mainstream point of view. I have come to



WHO IS CAMILA?

Full Name: Camila Casale.

Occupation: CMO at Sorenson.

Nationality: Argentinian.

Where do you live? Miami.

Favorite food: Empanada.

Hobbies: Yoga, food and wine.

Favorite Clothing item: Shoes.

Favorite place in the world: Mendoza, Argentina.



appreciate that a person's background and experience can contribute to a creative approach to problem-solving, which businesses should value. Second, the importance of giving back. I have been fortunate to have amazing mentors in my life and career, who have helped me tremendously. I've tried to do my part, and a few years ago founded the **Women in Technology (WITech) Miami Council**, a non-profit that aims to connect, advance, and empower women tech leaders of all backgrounds and nationalities to succeed. A more business-oriented value concerns the importance of focusing on the customer. I started out on the consulting side, and that has helped me to understand the importance of probing to define a customer's needs and pain points, and I try to bring that to a marketing and strategy standpoint.

Can you share a challenge you faced in your career and how you overcame it?

Well, I feel like there have been many and that I am constantly overcoming them, and I think you need to look at challenges as opportunities. To take one example, early in my career I was

working with a technology research analysis firm and had an opportunity to lead a new business unit in Europe. I moved to Nice, France, without knowing how to speak French, by the way, and we exceeded sales and revenue targets.

What advice would you give to young women who aspire to leadership positions in the tech industry?

I would share the same advice that my parents gave me – don't be afraid to fail, always push yourself, and do not take "no" for an answer.

In your opinion, what is the role of companies in promoting diversity, social justice, and equity?

I believe companies should play a central role in these areas, particularly in diversity. For one thing, diversity is key to success. As I've mentioned, diversity can help bring innovative new approaches and creativity to problem solving.

For me, the key is to think beyond diversity and to pursue true inclusion – there is an important difference.

I heard somewhere that diversity is being invited to the party, and inclusion is being invited to dance. I think that says it all. In



"Stay curious and learn from others, including my own failures and successes".



Sorenson



my current role at Sorenson, we aim to provide that inclusion to our customers. For a Deaf person, for example, inclusion means being able to participate in a Zoom meeting, to have access to an ASL interpreter, when you need them, to be able to understand clearly what is being discussed, and to be able to ask questions and provide input.

Can you please share with us 3 trends in marketing and technology industry?

First, AI is having a huge impact on all marketers. I think one priority must be to understand the potential, find the right applications, and adapt to new technologies as effectively as we can. Second, the other side of that, and perhaps more important, we need to understand how AI impacts our roles and the skills we and our teams need to be most effective. Then we need to respond to those new needs and adapt quickly. Furthermore, another trend I see is around technology as an enabler of accessibility and inclusion. At Sorenson, for example, we recently launched a new service that gives Deaf people on-demand access to ASL interpreters for Zoom calls. That makes it possible for Deaf people to be included in spur-of-the-moment meetings, and to be active participants.

Interviewed by: Fernanda Cala.

"I would share the same advice that my parents gave me - don't be afraid to fail, always push yourself, and do not take no" for an answer".

A LITTLE BIT OF ROCK

One word to describe yourself:

Perseverance.

Favorite movie or TV show: Forrest

Gump.

Favorite Book: Why Emotional Intelligence Matters More than IQ.

What would be your best photo today?

Having a glass of wine with my family at the end of a long week.

Favorite music band: Jack Johnson.

Your grounding activity is... Yoga.

What are 2 things that can't be missing from your backpack? Yoga mat and mate cup for Argentinian tea.

Are you fan of a Sport team? Argentinian national soccer team - I was in Argentina cheering my team during the final game against France.

What contribution do you feel you make to a better world?

I want to make an impact on people's lives.

One piece of advice that you were given and would give: Don't be afraid to fail.

PDA

