



FRIENDS of the Museum of the American Latino

Trip to Spain Week of November 12th

Attendees

Biographies

FRIENDS LEADERSHIP & BOARD



John Leguizamo

Actor, Comedian, Producer

John Leguizamo is an Emmy-winning and Golden Globe-nominated actor and comedian and a proud board member of the Friends of the National Museum of the American Latino (FRIENDS). He recently received critical acclaim for his role in the Ava DuVernay mini-series *When They See Us*, for which he was nominated for an Emmy and Critics Choice Award, among many others. Leguizamo has starred in, written, and produced a number of notable films, Broadway productions, and TV series, including the Tony Award-nominated one-man show *Latin History for Morons*, highlighting the near total absence of Latinos in American history classes. At the age of four, Leguizamo immigrated

from Colombia with his family to Queens, NY, where he began his successful career in the entertainment industry.



Lili Gil Valletta

CEO and Co-Founder, CIEN+

*Board Director, Zumiez (NASDAQ: ZUMZ), RCN Television,
Television Commentator and Business Strategist*

Lili is a former corporate executive turned entrepreneur, Cultural Intelligence® expert, and television business commentator known for her analysis of data and cultural trends to impact businesses. As an immigrant from Colombia, who came to the U.S. at the age of 17 without speaking English, she embodies the American Dream going from corporate executive turned entrepreneur. After a successful corporate career, including a 10-year tenure at Johnson & Johnson, where she pioneered multicultural marketing efforts for the Pharma sector and co-founded the Hispanic employee resource group “HOLA”, Lili co-founded the marketing agency CIEN+ and the market research tech firm CulturIntel. With offices in the U.S. and Latin America, her firm offers proprietary research, business strategy and inclusive marketing solutions to brands and companies that want to accelerate their impact and growth in today’s highly diverse world. Some of her clients include



Google, GSK, Johnson & Johnson, Kellogg's, Kroger, Merck/ MSD, PepsiCo, Prudential, among other iconic Fortune 500's. Lili is one of less than 1% of Latinas serving on a Fortune 500+ public board, as an independent director for the global retailer Zumiez (NASDAQ: ZUMZ) and RCN Television (BVC: RCNTELEVI). She also serves as Chairwoman of the FRIENDS of the National American Latino Museum and part of the Operating Executive Board of AUA Private Equity Partners. Lili is a sought after global speaker and academic lecturer, known for her TEDx talk called, "Diversity is Overrated" and is a regular independent TV commentator to various national networks like Fox Business, Fox News, CNN, NTN24, among others.

For her unique application of A.I. and Cultural Intelligence® shaping C-suite strategies and creative campaigns, she has been featured by Forbes and Fortune Magazines and has received recognitions like, 2022 PRWeek Top 30 Most Influential in Healthcare, 2022/ 2021 Top 100 Most Influential Latinas by Latino Leaders Magazine, 2021 Top 10 Pioneering Women in Business, Pinnacle Award by Medical Media & Marketing (MM&M), Silicon Valley Visionary, U.S. Hispanic Businessperson of the Year by the U.S. Hispanic Chamber of Commerce, among others. She is an active voice supporting the economic power of diverse communities, particularly Hispanics, in support of initiatives at The United Nations, The World Economic Forum, The White House and as a mentor to the Stanford Latino Entrepreneur Leaders Program. Lili holds a degree in Business Administration from Southwestern Adventist University, an M.B.A. from the University of Colorado and an executive degree in Global Leadership and Public Policy from the Harvard Kennedy School. She is married to entrepreneur and former football player Chris Valletta and has two sons.

Twitter: twitter.com/Liligil

Instagram: [@liligilusa](https://www.instagram.com/liligilusa)

LinkedIn: <http://www.linkedin.com/in/liligil>

YouTube and Media Appearances: [www.YouTube/liligil](https://www.youtube.com/liligil)

Company: www.cien.plus www.culturintel.com

Personal Page: www.lilianagil.com



Sergio Fernandez de Cordova

Executive Chairman at PVBLIC Foundation

Sergio is the Founder and Chairman of PVBLIC Foundation and a recently the Permanent Observer to the International Youth Organization for Ibero-America (OIJ) to the United Nations

As Chairman of PVBLIC he leads the foundation's engagement with Governments from the Vatican to the White House to the United Nations and multinationals; public & private.

In all of his work public & private, he leads the global development and policy work behind structuring Public Private Partnerships (PPP) that embrace social change; making sure the next generation have a seat at the table — using media, data and technology to drive that change.

Over the last thirteen years Sergio has helped launch or played an instrumental role in developing platforms and initiatives to advance sustainable development and impact across the globe impacting over a billion humans.



Sergio is a graduate of Rutgers University with a Bachelor's in Sociology, in 2008 completed the Massachusetts Institute of Technology; Birthing of Giants® executive program and in 2020 completed the UNITAR executive diploma in International Law in the 21st Century and executive diploma in Diplomacy 4.0.



Monica Ramirez

Founder/President, Justice for Migrant Women; Co-founder, The Latinx House, Poderistas & Alianza Nacional de Campesinas

Mónica is dedicated to ending gender based violence in the workplace and achieving gender equity. She has been specifically engaged in direct service and advocacy on behalf of farmworkers, Latinas and immigrant women. Mónica employs a holistic, victim-centered approach to her work and she is an ardent supporter of worker-led movements. She also has a long history promoting women's leadership and political power, including leading LatinasRepresent, the only national non-partisan initiative focused on increasing Latina representation and participation

in public leadership positions.

Mónica created the first legal project in the US focused on addressing sexual harassment and other forms of gender discrimination against farmworker women in 2003, which was incubated at the Migrant Justice Project of Florida Legal Services. She later scaled this project and founded Esperanza: The Immigrant Women's Legal Initiative of the Southern Poverty Law Center in 2006, which she directed for nearly seven years. In addition, she created the award-winning Bandana Project, an art activism project that raises awareness about workplace sexual violence against farmworker women. In 2014, she founded Justice for Migrant Women, a national advocacy and technical assistance project focused on representing female farmworkers and other low-paid immigrant women who are victims of workplace sexual violence. Mónica is also co-founder of Alianza Nacional de Campesinas, The Latinx House and Poderistas. You can follow her on Twitter @monicaramirezOH and Instagram @activistmonicaramirez.



Estuardo V. Rodriguez, Jr.

Principal and Co-founder, Raben Group

President & CEO, Friends of the National Museum of the American Latino

Estuardo Rodríguez is a principal and co-founder at The Raben Group focused on Government Affairs and Communications. A lawyer by training, he specializes in direct lobbying in the financial services and telecommunications sectors advising leading companies across the industries. Having cultivated a powerful network of media relationships, Estuardo is also Raben's counsel on Media and Communications.

Among his corporate clients at Raben, Estuardo advises Charter Communications, Sony Music Group, T-Mobile, Warner Bros. Discovery, and Verizon, as well as nonprofit organizations such as the Hispanic Heritage Foundation. Estuardo has also increasingly grown the firm's service around asset management and impact investing, working with the Ford



Foundation's division of Mission Investments and standing up a coalition of stakeholder firms to propose greater protections for Main Street investors in closed-end funds.

Estuardo has been featured as a political analyst and commentator on MSNBC, CNN, CNN en Español, Hill TV, NTN 24, Univisión, and Telemundo. Estuardo also employs his influence and leadership on a number of nonprofit and industry boards. He currently serves as the president and CEO of the Friends of the American Latino Museum, a campaign to create a Smithsonian National Museum of the American Latino on our National Mall. Through his leadership, the campaign finally secured congressional approval in December of 2020 to build the long-overdue museum which will house 500 years of American Latino history. The campaign now shifts to ensure that the best location on our National Mall is secured.



Diana M. Fernandez

Associate of Government Affairs, Raben Group

Diana M. Fernandez is an associate in the Government Affairs practice area at The Raben Group. At Raben, Diana guides her clients on creating systems of change for directly affected communities through advocacy, policy counsel, and coalition building. Diana works with corporate clients, including T-Mobile, Charter Communications, and Google, as well as nonprofit organizations such as Oxfam International and the William and Flora Hewlett Foundation on a variety of issues, including education, telecommunications, and workforce development.

Diana also serves as associate of government affairs for Friends of the American Latino Museum, a nonprofit organization focused on the creation of a National Museum of the American Latino on the National Mall. Following the passage of the National Museum of the American Latino Act in 2020, Diana facilitates efforts to ensure the museum is built on the National Mall.

A graduate of Florida International University (FIU), with bachelor's degrees in International Relations and Anthropology, she was a member of the United States National Committee for UN Women at FIU and the National Organization for Women in college. While in college, she spearheaded a semester-long research project on women's susceptibility to the housing crisis in Miami. Diana is fluent in English and Spanish, and continues to improve her Portuguese in her spare time.

PARTICIPANTS



Gloria Calderón Kellett

American Writer, Producer, Director and Actress

Gloria is best known as the executive producer, co-creator, co-showrunner, director, and actress on the sitcom *One Day at a Time*. Her Amazon Original series, *With Love*, is the first series coming out of a deal between her company, Glonation and Amazon Studios. Along with Blumhouse Television and Spotify, Glonation is also producing *The Horror of Dolores Roach* based on the Gimlet podcast. The daughter of Cuban immigrants, Calderón Kellett



graduated from Loyola Marymount University and went on to earn a master's degree in Theatre from the University of London.

Carlos Eric Lopez

Photographer, Creative Director



Carlos is Mexican-American commercial, fine art, and portrait photographer best known for his talent of infusing a playful element of grounded glamor in his work. Lopez was an architect of the pivotal “It Girl” era of the early 2000’s, which introduced the reality star to pop culture and gave rise to the collective abstraction of “being famous for being famous” – heirs, socialites, Hollywood’s finest offspring – anyone upending established pathways to the spotlight. If it happened in LA, Lopez’ fingerprints were on it. Today, Carlos Eric Lopez Studios is one of Los Angeles’ most-requested photographers, having completed projects for Netflix, Architectural Digest, Fendi, Cadillac, Chrome Hearts, Jimmy Choo, Live Nation, NatGeo, Ralph Lauren, Rodarte, Honest Beauty, Brooklinen, Loro Piana, MyTheresa.com and many more. Lopez has also created a signature series of in-demand

portrait studios for private events and awards shows.

Antonio Tijerino

President and CEO of the Hispanic Heritage Foundation



Hispanic Heritage Foundation under Tijerino’s leadership is recognized as a creative, agile, impact-focused organization recognized by The White House, US Congress, Fortune 500 companies, other nonprofits and the Government of Mexico. Tijerino is also executive producer of the Hispanic Heritage Awards at the Kennedy Center, which are broadcast on PBS. Prior to HHF, Tijerino was an executive at Fannie Mae Foundation, Nike, Burson Marsteller, and Cohn & Wolfe. He was honored with the Ohtli Award, Lifetime Achievement Award by National PTA, Vision Award by

Silicon Valley Latino Leadership, MALDEF Award for Human Rights, Community Service Award from Telemundo, Civilian Impact Award by US Army, Brillante Award by National Society of Hispanic MBAs, Digital Hero Award by MMTTC, and Hispanics in Philanthropy, among others. Tijerino has served on various boards and committees including Harvard’s Latino Leadership Initiative at Harvard’s Kennedy School, University of Maryland’s Smith School of Business, University System of Maryland Foundation, Hispanic Technology and Telecommunications Partnership (HHTP), National Girls Collaborative, Games for Change, CSforAll, KID Museum, and Nielsen’s Latino Advisory Council, among others.

Ben de Jesus

Director



Ben is an award-winning documentary filmmaker, episodic TV director, and music video veteran, Ben has been at the helm of over 100 hours of content including television, non-fiction, branded, and digital content—and has spent more than 15 years as a director and producer in the U.S. Latinx, urban, and youth markets. In 2018, his feature length documentary, *John*



Leguizamo's Road to Broadway, about the actor's creative process while writing his latest one-man show, premiered on the PBS series: Great Performances. Previously, he directed the documentary *Tales from a Ghetto Clown*. Produced by DeJesus and Oscar-winner Fisher Stevens (THE COVE), the film premiered nationwide and received the NALIP Estela Award. Today, he is the president of NGL Studios, a production company that he co-founded with John Leguizamo and David Chitel. There he directs, produces, and creates a growing slate of original television, documentary, non-fiction, and digital projects.



Ruben Garcia

Foundation Executive & Co-Head, Creative Artists Agency

Garcia formerly spearheaded efforts surrounding CAA Amplify, the agency's platform that connects thought leaders and cultural change makers of color to leverage their influence and generate transformational change across business and society. This included Amplify's annual invitation-only summit and the recently launched Amplify Town Hall events, among others. Garcia served as a liaison and advisor for clients, businesses, and organizations interested in promoting and building philanthropic activities connected to diversity in business and creative fields, including Kendrick Sampson, Anthony Ramos, Becky G, Laurence Fishburne, Edward James Olmos,

Ricky Martin, Karla Souza, Connor Franta, Gina Rodriguez and Will Packer on their philanthropic activities.

Previously, he served as a contract Campus Recruiter for Paramount Pictures, as well as a Campus Recruitment Representative for Disney Interactive Media Group and an Undergraduate Associate for Disney Consumer Products. He holds a Bachelor of Arts degree in Sociology from University of California Los Angeles.

Justine Maurer Leguizamo

Justine Maurer is costume designer in the film industry based out of New York City most notably known for *The Shadow* (1994) and *Carlito's Way* (1993).

SPANISH PARTERS



Rafael Orbegozo Guzman

Advisor to the President, Iberdrola

Rafael Orbegozo is the advisor to the President of Iberdrola and responsible for the company's art collection. Orbegozo also belongs to the Advisory Council of the ARCO Foundation and to the boards of the Bilbao Fine Arts Museum and the Guggenheim Bilbao Museum, of whose Artistic Advisory Committee he is a member. He graduated in Political Science and Sociology from the Complutense University of Madrid, in Hispanic Philology from the Autonomous University of Madrid and has a diploma in Advanced European Studies from the College of Europe in Bruges (Belgium). He began his professional career in the Directorate General for Energy of the European

Commission as a member of the Energy Integration Task Force, later joining Iberdrola where he held different responsibilities, including being Chief of the President's Cabinet from 2001 to 2017.



Juan Jose Herrera de la Muela

Ambassador at large for Public and Global Affairs, Office of the Secretary of State for Foreign and Global Affairs, Spain

A diplomat and art historian, Ambassador Herrera has developed his career within the sphere of cultural diplomacy. He was Ambassador for the Spain-Russia Dual Year (2009-2011) and currently serves as Ambassador for Public and Global Affairs, dedicated to public diplomacy instruments and civil society.

Among other assignments, he has been Executive Director of the Casa Asia consortium, and has held positions in Madrid, Barcelona, Bolivia, Russia and New York. He has been vice president of the National Institute of

Performing Arts and Music (INAEM) and deputy director general of music and dance in the Ministry of Culture. In the Madrid City Council, he was general director of Museums and Music, and director of the Conde Duque Cultural Center.

Outside public service he has been president of the Sociedad Geográfica Española and editor at Siglo XXI Editores. He has written articles for *Revista de Occidente*, *Arbor*, *Vislumbres*, *Intermezzo*, *Kinobecheskie Sapiski* and the *Boletín de la Sociedad Geográfica*. And has translated for publishing houses such as Taurus, Anaya, Visor, Aguilar and Siglo XXI.

Herrera has collaborated with numerous national and international cultural institutions, such as the Biennials at Venice, Johannesburg and Sao Paulo, the Centre de Cultura Contemporànea de Barcelona, Yeltsin Foundation, Fundación Areces, Del Pino, Tomillo, Botín, Hispanic Society of New York, Queen Sofía Spanish Institute, José Limón Dance Company, Casa Encendida de Madrid and universities Complutense and Pompeu Fabra.

