



## UNITED STATES HISPANIC CHAMBER OF COMMERCE ANNOUNCES NEW CHAIR AND CHAIR-ELECT BOARD LEADERSHIP

*The USHCC announces prominent Hispanic business leaders Jackie Puente as Board Chair, and Victor Arias as Chair-Elect*



*Jackie Puente, Vice President of External Affairs at Comcast Corporation, and Victor Arias, CEO at Encantado Advisors*

**WASHINGTON, D.C. — December 18, 2024:** The United States Hispanic Chamber of Commerce announced powerhouse leaders Jackie Puente, Vice President of External Affairs at Comcast Corporation, as the new Board Chair for 2025, and Victor Arias, CEO at Encantado Advisors, as Chair-Elect. Puente and Arias’s dynamic, results-driven focus looks to establish economic equity, digital empowerment, and growth for Hispanic businesses nationwide.

### **Bold Vision, Big Results**

As the first millennial USHCC Board Chair, Puente brings a forward-looking vision and deep experience in business mentorship and digital equity. Known for her commitment to coalition-building, she’s poised to drive initiatives that shape the digital future of Hispanic-owned businesses and empower the next generation of Hispanic, LGBTQ+, and other minority entrepreneurs.

“Through strategic and cutting-edge initiatives, I’m looking forward to working on creating new partnerships that leverage technological advancements to aid the growth, resilience, and success of Hispanic businesses.” Puente shares. “Stepping into this role and advancing

the mission of the USHCC will bring a wave of innovation that will help shape the Hispanic business landscape and economy nationwide.”

**Victor Arias**, Chair-Elect, brings extensive expertise in executive leadership and career development. As co-founder of the Latino Business Action Network (LBAN) — a key partner of Stanford University focused on advancing Latino entrepreneurship — Arias has been a catalyst in empowering Latino leaders and breaking barriers that lead to economic advancement. His work with LBAN positions him as a vital voice in the Hispanic business community and underscores the USHCC’s mission to support the more than five million Hispanic-owned businesses fueling the U.S. economy.

“With Jackie leading the Board and the USHCC team led by Ramiro, we will amplify the impact of Hispanic entrepreneurship by opening more doors to continued business growth and success,” Arias states. “Our work will ensure that the new generation of Hispanic entrepreneurs have the necessary tools and resources to foster a thriving Hispanic business environment and economy.”

### **Leading with Partnership and Innovation**

Under Puente and Arias, the USHCC will build robust partnerships across public and private sectors, advocating for policies and resources directly supporting Hispanic businesses.

"This new leadership marks a transformative moment for the USHCC," says Ramiro A. Cavazos, USHCC President & CEO. "With Jackie and Victor providing oversight of our mission as the nation’s largest Hispanic business organization, we’re positioned to unlock new opportunities, build prosperity, and amplify the voice of Hispanic entrepreneurs for generations to come.”

### **Stay Connected!**

Learn more about the USHCC's Board of Directors and exciting new initiatives on our newly launched [website](#).

### **About USHCC**

The United States Hispanic Chamber of Commerce actively promotes the economic growth, development, and interests of more than five million Hispanic-owned businesses that contribute over \$800 billion annually to the American economy. Now in its 45th year, the USHCC is America's largest small business advocacy group, representing over 260 local chambers and business associations nationwide and partners with hundreds of major American corporations. Recognizing the more than \$3.6 trillion GDP contribution of U.S. Latinos, a vital economic force, the USHCC is dedicated to supporting their interests nationwide.