



Rosa Navejar, Robert Martinez, and Sil Gonzales Join the United States Hispanic Chamber of Commerce Board of Directors



WASHINGTON, D.C. – May XX, 2022 – The United States Hispanic Chamber of Commerce (USHCC) is proud to announce the appointment of Rosa Navejar, President of The Rios Group, Robert Martinez, Founder and CEO of the Braven Agency, and Sil Gonzales, CEO of Ford of Ventura, California, to the USHCC National Board of Directors. These three powerhouses bring years of experience serving the Hispanic community and look to strengthen their commitment to small businesses through this new appointment.

“On behalf of the current USHCC Board of Directors, we’re extremely proud to welcome Rosa, Robert, and Sil to the Chamber’s leadership table. By bringing such community-driven experts onto our Board, we’re enriching the ways we can serve Hispanics enterprises,” said Alice Rodriguez, USHCC Chair of the Board of Directors. “As all three carry an entrepreneurial spirit in their professional endeavors, through their experience, we will expand our support for nearly 5 million Hispanic-owned businesses throughout the country.”

In 2012, Rosa Navejar founded The Rios Group, Inc. (TRG), after 25 years in banking and 11 years as President of the Fort Worth Hispanic Chamber of Commerce. Serving TRG as President, Ms. Navejar is responsible for the strategic development and operations. In keeping with the [mission](#) of TRG she emphasizes the importance of continuous training and professional development of its employees, an outlook she looks to bring to the Board.

Navejar explains, “I’m honored to join such a distinguished group of Hispanic leaders, like those on the USHCC Board of Directors. I’m looking forward to further integrating my connections within the Texas Hispanic community with opportunities available through the USHCC to strengthen small business owners around the country.”



Robert Martinez is the Founder and CEO of Braven Agency, a digital marketing agency focused on scaling SMBs. Robert uses his keen understanding of Small Businesses to train diverse organizations on how to use digital tech tools to grow their business. In 2020, he was appointed by the Mayor of Los Angeles as the city's Entrepreneur in Residence (EIR), and he continues to partner with governments, city officials, chambers, nonprofits, and accelerators to bridge the digital divide.

“One of the reasons I was drawn to the USHCC's Board of Directors is because of our shared love and passion for supporting businesses along any stage of their journey. As a business owner, partner, and educator, I want to bring my expertise in cultivating community and helping businesses grow to Hispanic founders around the country. With the support of the USHCC's complete network, I'm confident we'll be able to do that,” tells Robert Martinez.

Sil Gonzales is the founder and principal of Ford of Ventura, California. Bringing more than 40 years of experience across public and private sectors, Sil is known as an innovative leader and strong advocate for the Hispanic community. He has served on the Board of Directors for the DaimlerChrysler Minority Association and the Ford Minority Dealers Association, always ensuring Hispanic voices are at the decision-making table.

“As a Latino business owner, I'm always looking for ways to support other business owners to grow and scale their businesses. As a member of the USHCC's Board of Directors, I hope to take my experience growing my own business and putting actionable items onto our radar, so we can continue to support the 260 chambers throughout the country and millions of Hispanic business owners,” says Sil Gonzales.

The USHCC Board of Directors is comprised of leaders from USHCC Chambers of Commerce, Hispanic Business Enterprises (HBEs), and Corporate Partner Members. Navejar, Martinez and Gonzales will serve a **three-year term**, with the potential to serve an additional term.

“We are very excited to welcome three more brilliant leaders to the USHCC Board of Directors. Their commitment to developing themselves as professionals and bettering the U.S. Hispanic community makes them ideal partners to ensure Hispanic voices are heard throughout the U.S.'s diverse business community,” said Ramiro A. Cavazos, USHCC President & CEO.

For a full list of the USHCC Board of Directors, visit the [USHCC website](#). For a full list of the USHCC Educational Fund Board of Directors, visit the [USHCC Educational Fund website](#).

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About USHCC

The United States Hispanic Chamber of Commerce (USHCC) actively promotes the economic growth, development, and interests of five million Hispanic-owned businesses, that combined, contribute over \$800 billion to the American economy every year. The USHCC is America's largest small business advocacy group, representing more than 260 local chambers and business associations nationwide, and partners with hundreds of major American corporations. For more information, please visit ushcc.com. Follow us on Twitter @USHCC.