

BOSS LATINAS

THE ANTHOLOGY



AUTHOR
PROFILES

compiled by
THE EMPOWERMENT EMPIRE



BOSS LATINAS AUTHORS

1	LIGIA L. GUTIERREZ
2	VIVIANA OROPEZA, ESQ., MBA
3	ROSA ALEJANDRA
4	ITZEL BAEZA
5	JASMIN CASTILLO
6	GRISelda BECK, MBA
7	JESSICA MARIE GUTIERREZ
8	JESSICA MARIN
9	VIRGINIA DINZEY-TAVERAS, MBA
10	MARILYN SANTIAGO
11	OLGA P. VILLARREAL
12	VERONICA ZUNIGA, HHP, CMT, LE
13	BIENA DEPENa
14	KRISTIN QUIROZ BAYONA
15	MARISOL TEJADA-NAPPI
16	ESTHELA NÚÑEZ FRANCO, MBA, PHR
17	S. IVETTE KUYATEH, ESQ.
18	DR. MARIFÉ MENDÉZ
19	AMANDA ALONZO
20	LIZ LIMA, MS, MBA
21	DRA. ELSIE AQUINO-GONZALEZ
22	ANNA RENDÓN-MORRIS
23	DEANNA GUADALUPE MONTALVO
24	GINA RODRIGUEZ
25	EMERI ECHEVARRIA
26	HEATHER BRAVO MARTINEZ
27	JO WELCH JEANNETTE OCAMPO WELCH
28	WENDY LORENZO
29	VICTORIA FLORES
30	DR. DENISE C. VIDOT
31	MS. VIHIL H. VIGIL, MBA, PMP, CHHC



ABOUT BOSS LATINAS THE ANTHOLOGY

The 31 Phenomenal Women who have shared their stories come from various places of the globe and have come together to inspire you, to empower you and to remind you that you too can choose the life you so seek.

In 2020 a group of amazing women got together to talk about their stories of life and how they became the phenomenal professionals and business owners they came to be over a magnificent lunch and a small group of listeners. This event now referred to as Power Luncheons hosted by The Empowerment Empire™, LLC planted a seed in the organizer of that event. Ms. Vihil H. Vigil knew that these amazing stories needed to be shared with the world to inspire countless women and girls to pursue their dreams with gusto no matter the challenging circumstances and harsh conditions of life situations.

As Power Luncheons continued quarterly as they regularly do, Ms. Vihil's inspiration grew and so did the numbers of women expressing interest in participating in a book. Thus Boss Latinas, The Anthology was born.

Over the following 2 years Ms. Vihil invited and collaborated with as many Latinas in Business as possible to now present to you the following 31 Women sharing their experiences of life, struggle, hardships overcome and hard worked for successes.

The goal for Boss Latinas, The Anthology is to inspire and encourage our Sisters today and our Sisters of tomorrow to take hold of their dreams and never give up on them!

This special program, The Author Profiles, is intended to offer a glimpse of the phenomenal women who share their life experiences within The Anthology. Please visit www.Magistra.us/Boss-Latinas-Anthology to order your copy of the book, to stay up to date on the forthcoming book signings and to connect with Editor in Chief Ms. Vihil H. Vigil on future editions of Boss Latinas, The Anthology.



ACKNOWLEDGMENTS

I would like to acknowledge the extraordinary strength that every one of the forthcoming women have exhibited through their willingness to share their lives with us. Thank you all for sharing this amazing project with your communities and networks to get the word out about our groundbreaking anthology focusing on the lives of Boss Latinas!

When I first decided to invite and feature amazing Boss Latinas to share their stories in an anthology I thought it was going to be fairly straight forward, I'd put a call out for participants and my Sisters would join me. I just knew that within 30 days I would have 50 women willing to share their stories with the world to inspire our Sisters and all of the future Boss Latinas of the world to go for their dreams no matter what.

Sisters, I can tell you that is certainly not what happened. My labor of love that is now this phenomenal book was also a bit of an uphill battle. Not a battle with my sisters but a battle with our culture. Our culture that tells us our voices are better left quiet, soft spoken and most certainly not ones to call attention to the injustices we have faced as women, as mothers, daughters, sisters, leaders, students, military veterans and care takers of our communities.

In the end we choose to speak up. This book is our testament to the fact that we can live the lives we so choose and share about it. This is our testament to our Sisters that we can RISE and we can overcome the injustices we have experienced. Through being open with you about our personal and collective success and the struggling setbacks that tried to keep us down we are claiming our place in our strong Latin cultures. By writing our stories for the world we are choosing to replace the fear we may have once felt with the power we share as strong, valiant, exceptional Boss Latinas!

Thank you so much to JO Welch, our dedicated Assistant Editor for keeping me on track and moving forward through this journey. Your motivation, creative thinking and diligence to the task cleared the clutter and removed the stress over the final weeks of production. I cannot thank you enough!

Here's to our Collective Collaboration so that we all may RISE!

Ms. Vihil H. Vigil, MBA, PMP, CHHC
International Women's Empowerment Business Coach
CEO | Empowerment Empire™, LLC.
Editor in Chief, Boss Latinas The Anthology



ACKNOWLEDGMENTS

Dearest Readers-

These stories are not solely for Latine/as.

The message recounted by many of our authors is that when the world around us told us we weren't enough, we believed them. The good news is that the belief can be transformed. Inclusion, service, drive, tenacity, and love is the recipe.

I dedicate this work to all the Browngirls out there, including my child. JQ, you are my gift in seeing how nurturing belief and value makes the world a better place.

JO Welch
Assistant Editor, Boss Latinas, The Anthology
jo@askjo.org

"Your failures don't define you," she continued
"Your worth isn't about what you do or don't do. You have value
simply because you're here."

— Diane Guerrero, *In the Country We Love: My Family Divided*

BOSS LATINAS
THE AUTHORS

LIGIA L. GUTIERREZ



Leadership Career Coach

& Consultant

Founder

Love Your Mission Leadership

Career Coaching & Consulting

www.LoveYourMission.com



Ligia L. Gutierrez helps women elevate their business or career by being a confident and happy leader, achieving focus, clarity, & overcoming leadership challenges & money blocks. Before stepping down from her 25-year career as a non-profit executive, she was the first Latina YMCA Youth & Government State Director for the State of Texas Civic Engagement Program. She transformed the lives of thousands of youth leaders, created a strong staff and volunteer community across the state and nationally. Ligia has a Master of Science Degree in Management and Leadership from Western Governor's University, a Bachelor Degree in Social Work from the University of Texas at Arlington, and a Money Breakthrough Business Coach (MBBC) Certification, to give her clients a holistic approach to succeed. As a Management and Leadership Specialist, Ligia provides her clients with a soulful and practical structure to start or level up their business.

Ligia provides a safe and trusting space where clients feel valued, appreciated, and confident. She believes everyone deserves a coach who will hold them accountable in a caring way, who is a servant leader and NOT a coach who is a dream crusher. She is motivated to serve mission-driven leaders to be the best for themselves and those they serve. She loves to sprinkle unexpected fairy dust (extraordinary service) on all that she does.

Ligia was born in Guatemala and raised by her grandmother until she moved, with her parents, to the US when she was six years old. She has lived in Chicago, Dallas, and now Sacramento.

I love being a Money Breakthrough Business Coach, who is joyfully a wife, mom of two teenagers, and a crazy papillon named Olympia.

M. VIVIANA OROPEZA, MBA, ESQ.



FOUNDER

CEO

ATTORNEY

www.AttorneyInHeels.com

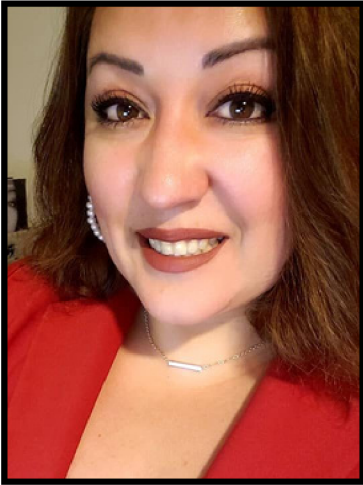


Viviana Oropeza has a Bachelor of Arts in Political Science, a Master of Business Administration and Finance, and a Juris Doctorate (law degree). She is an attorney licensed to practice law in the state of California. Viviana is Founder and CEO of Attorney in Heels™ a Business Counsel and Estate Planning Law firm focusing on helping female entrepreneurs and their families. Her experience and expertise in law, business, and finance have helped her create a niche practice for her clients. Additionally, Oropeza is Founder and CEO of the Attorneys in Heels Network™, a network of fierce professional female attorneys that handle legal matters in all areas of law. She teaches courses, workshops and dedicates time to educating her communities about important business and entrepreneurial concepts, money management, and protecting businesses and family through legal business planning and estate planning.

Viviana is highly involved in the San Diego Hispanic community. She volunteers for the San Diego County Hispanic Chamber of Commerce, sits on the Board of the National Latina Business Women's Association of San Diego. Further, Viviana provides mentorship to female entrepreneurs. She has mentored Internationally through the Young Leaders of Americas Initiative and locally for at-risk youth in San Diego through the Dream Bigger Foundation.

Recently Viviana Oropeza founded In Heels Empire, LLC a businesswoman's empowerment brand that provides business courses, books, and empowerment and social justice merchandise.

ROSA ALEJANDRA



Rosa Alejandra, LLC
Identity Breakthrough Coach
<https://beacons.ai/rosaalejandra>

My name is Rosa Alejandra; I am a bestselling Author, hold certifications on Neurolinguistic Programming, Personality Assessments, Mirror & Dance Therapy, I am a speaker, and I am an Identity Breakthrough Coach.

I've developed a unique formula to help women like yourself transcend procrastination, overthinking, and self-sabotaging patterns brought on by years of shame and guilt dumped onto you. I am passionate about breaking the patriarchal chains, and I am on a mission to help a million women heal their self-perception so that they can live a satisfying life while creating healthy, vibrant, and confident generations to come.

I completely lost myself when I lost it all 10 years ago. Having to find my way all on my own was very hard and took time. You don't have to do it alone. I am here and I got the tools to help you.

Rosa Alejandra
Rosa Alejandra, LLC
Identity Breakthrough Coach
<https://beacons.ai/rosaalejandra>

ITZEL BAEZA



www.LoveYourFinancialDecisions.com

I am financial goddess, Itzel Baeza.

I help people regain their relationship with money, build financially organized adults, happy money savvy children, and help protect families from unfortunate events.

My life and business purpose is to create awareness and provide tools to all my clients so they can love the financial decisions. My goal is to help people be confident and safe, regain self love, live in peace with their choices, be prepared for any emergency, and begin creating their financial legacy.

If you're interested in meeting with me then let's talk! Here is a link to my website and my appointment calendar! I look forward to meeting you to create your financial legacy!

Connect:

<https://calendly.com/baeza-itzel/virtualcoffee>

“You are your money’s soulmate. The relationship with yourself sets the tone for your relationship with money.”

— Itzel Baeza

JASMIN CASTILLO



For over 20 years, Jasmin has worked to manage operations and fundraise for non-profit organizations. She has helped to raise awareness for causes such as hunger, poverty, veteran services, and social justice issues. She has raised over \$25M for charities across the country. She currently serves as the Manager for the President's Office for the Surdna Foundation.

When she is not working at the Surdna Foundation, Jasmin consults for women-owned small businesses, helping to streamline, organize and grow their businesses.

In her free time, Jasmin enjoys spending quality time with her husband, children, and dogs.

GRISELDA BECK, MBA



**Success Coach
Expert Strategist
Bestselling Author
Keynote Speaker
Proud Latina WOC!**

www.LatinaBossCoach.com

Latina
Boss
COACH

Griselda Beck is a powerhouse speaker and coach that combines her executive expertise, with transformational leadership, mindset, life coaching, and heart-centered divine feminine energy principles to empower women across the globe to step into their power, authenticity, hearts, and sensuality to create incredible success in their business and freedom in their lives. The results? Confident CEOs.

Her clients have experienced success in quitting their 9-5, tripling their rates, getting their first client, launching their first product, and growing their business in a way that allows them to live the lifestyle and freedom they want. She has been featured as a Top Expert on FOX, ABC, NBC, CBS, Marketwatch, and Telemundo and was most recently named on the Top 10 Business Coaches list by Disrupt Magazine. Griselda is a featured author in the book series 13 Steps to Riches and Boss Latina Anthology.

Griselda Beck is an executive with 15+ years of corporate experience, Founder of Latina Boss Coach and Beck Consulting Group, and serves as President of the nonprofit organization, MANA de North County San Diego which empowers Latina Youth and Women. She also volunteers her time teaching empowerment mindset at her local homeless shelter, Operation Hope-North County. In her downtime she enjoys dancing, staying active, traveling, and quality time with friends and family!

JESSICA MARIE GUTIERREZ



Power Coach:

I help people take their power back.

Power PR/Mkt:

**I've produced over \$900M in
free PR & lead Marketing
campaigns producing 60M in
Sales!**

www.JessicaMarieGutierrez.com

Raised in a low-income neighborhood in Houston, Texas, Gutierrez is a Latina, whose resilience and drive propelled her from humble beginnings to prominence in the business world. At the age of 21, she earned a Bachelor's degree in International Business from the University of Houston. Upon graduation, she relocated to Miami Beach where her career in Marketing/Public Relations unfolded. This incredible industry has allowed her give her clients hundreds of millions of dollars worth of free PR, travel to over 40 countries, meet with presidents, run a Governor's campaign, work with the Miss Universe Organization, New York and LA Fashion Weeks as well as help Harvard create their first Latino Leadership Initiative.

Connect on Facebook

<https://www.facebook.com/glowbossglow>

Connect on Instagram

<https://www.instagram.com/jessicamarietgz>

JESSICA MARIN



J Marin Consultancy, LLC
www.JMarinConsultancy.com

Instagram:

@jmarinconsultancy

Linkedin: Jessica Marin



Based out of New York City, Jessica Marin is a Latina Entrepreneur. For over 20 years, Jessica worked in the Corporate sector managing high-performing teams and multi-million dollar departmental budgets.

In 2014, she began her journey as an entrepreneur, co-founding an event planning and design company. Her amazing organizational, time management and multitasking skills led the way in creating superb events and mentoring up-and-coming event planners as they built their businesses. Soon after, Jessica started J Marin Consultancy, LLC; a business consulting firm with a vision to help other business owners reach their fullest potential and create efficient and scalable businesses.

After Hurricane Maria, Jessica's need to serve her culture and community came to life. She coordinated a community fundraiser and raised \$30,000 to support the rebuilding of communities in Puerto Rico. Since then, Jessica has built her presence in the Latina community.

Jessica holds a Bachelor of Science in Management from the University of Phoenix, is a Certified Online Business Manager, a Certified Event Planner, and an Accredited Event Designer.

When she isn't busy inspiring others to live their dreams and build their businesses, she's busy planning parties for her friends and family. Traveling is a huge priority in her life and brings her joy. Jessica has visited over 35 states in the USA and 30 countries with her amazingly supportive husband. She has two continents left to visit to complete her goal of visiting all seven continents.

VIRGINIA DINZEY-TAVERAS, MBA



**Virginia Dinzey-Taveras, MBA
Founder & CEO of Adaptive
Business Solutions, in the Greater
Washington DC area, provides
accounting and bookkeeping
services, growth strategy coaching,
business consulting, and financial
literacy education to her clients and
community. ¡Hablamos Español!**

virginia@adaptivecon.com

www.AdaptiveCon.com



Virginia is a distinguished business growth strategist and professional facilitator with more than 20 years of experience as a business executive, including CFO and COO roles. Virginia has dedicated her studies to business administration specializing in business management, operations, and productivity.

She has been taught and coached by eCornell and Morgan State faculty in entrepreneurship and business growth strategy. In addition, Virginia is a Certified Business Consultant and Strategist to help empower small business owners and entrepreneurs to level up their strategy and operations to scale their businesses.

Her passion is to support others in their entrepreneurship journey resulting in increased confidence, practical skill development, and the strategies necessary to reach target markets and achieve growth opportunities, serving her clients and community with empathy and integrity.

She equips business owners with the skills and strategies necessary to improve profitability and business knowledge by delivering outcomes that change the trajectory of each client's business and life.

MARILYN SANTIAGO



Marilyn Santiago
Member of the Board of Trustees at
Hodges University
Partner/CMO
Creative Architectural Resin
Products CARP USA
President at Sunshine Integrated
Solutions, LLC
www.carpusa.com



There are forces of nature that transform our lives, our communities and the world we live in. Marilyn Santiago is a force of nature. This amazing woman has led a life filled with courage, creativity and a sense of never-ending optimism, having built a stellar career at the intersection of entrepreneurial spirit and service to community.

She started as a radio DJ and after nearly two decades, Marilyn reinvented herself, launching Sunshine Integrated Solutions, a venture that leveraged her expertise in branded content, promotional campaigns and artist management to foster connections with Hispanic consumers across the U.S. While tremendously successful, this was a period of incubation that allowed her to transition into something entirely new and an industry with very few women, let alone Latinas: Construction.

Alongside her life and business partner, Steven Russel, Marilyn launched Creative Architectural Resin Products, CARP. They service the construction industry, as CARP designs, manufacture and install beautiful resin-based faux architectural trims and accents made from a Hi-density polymer resin material that assimilate the look and texture of natural materials and has become a powerhouse in the architectural elements niche, showing an impressive growth and is poised for great success. Through this entrepreneurial venture, Marilyn and Steven offer excellence in built-to-order fabrications to some of Florida's largest construction firms.

OLGA P. VILLARREAL



**Mindset & Abundance
Coach
Certified NLP Practitioner,
Hypnotherapist
Life Coach
EFT, and Time Techniques
International Speaker
& Translator
www.OlgaVillarreal.com.mx**



Olga has been in the beauty industry for the past 16 years. Entrepreneur for the last 14 years, has been the owner of several successful businesses. Has a passion for helping people, hence why she decided to transform her ways of turning her skills of making women beautiful on the outside to now transforming women's beauty on the inside. Mother of three children and for what she has learned from them of how life works and affects our future. Made the decision to become a Certified Master Practitioner of NLP, Life Coach, Hypnotherapist, Time techniques, and EFT (Emotional Freedom Techniques). With her skill, she now runs her Coaching business making major transformations in Mindset and Abundance. Along with her company Lux Mugs and More where she has her best-featured Journals on Amazon.

Olga with her coaching, online programs and journal helps business women overcome their fears that is holding them back from stepping into their next level of success and jumping in to their creative power.

VERONICA ZUNIGA, HHP, CMT, LE



With over 25 years of Holistic Medicine, Veronica Zuniga has played a crucial role in her patients' bodily and mental healing. She's helped hundreds of patients by combining both Eastern and Western Medicine. Veronica being a Mexican American has built a thriving business that was birthed at a young age.

Veronica is the loving mother of three exceptional children and is dedicated to spending quality time raising strong, determined, and focused children in the ways of God. Her passion is to spread the love of Jesus and lead the lost to Jesus Christ. "Who His own self bare our sins in His own body on the tree, that we, being dead to sin, should live unto righteousness: by whose stripes ye were healed". - 1Peter 2:24

Connect on Facebook

<https://www.facebook.com/Shalom-Beauty-Wellness-109574288474993>

Connect on Instagram

https://www.instagram.com/shalom_beauty_wellness1/

BIENA DEPENA



CEO

FOUNDER

www.TheAramisGroupllc.com

THE ARAMIS GROUP LLC.

Biena DePena is the founder and lead consultant for The Aramis Consulting Group a language translation and project management firm. The firm focuses on program and project implantation as well as strategic planning.

Before starting her business, Biena managed her parents Restaurant and bars. Biena holds an Associate Degree in Psychology from Nassau Community College. She furthered her education earning her Bachelor of Arts in Psychology with a dual minor in education and Political Science in 2012.

In 2015, Biena earned her Master of Arts in Public Administration from LIU POST and subsequently created The Aramis Group, LLC, an MWBE, DBE consulting firm with a focus on government procurement.

Biena Currently manages a diverse portfolio of state funded projects for United Way of Long Island; here she oversees a variety of programs ranging from alternative school to workforce development program. Biena's greatest accomplishments are being able to mentor young people, be an agent of change in her community and a mom to her son Julian.

KRISTIN QUIROZ BAYONA



www.PodcastandAmplify.com

Kristin Quiroz Bayona is a founder and podcasting expert who teaches entrepreneurs the strategies and action steps for creating a highly engaged podcast in order to grow a successful brand. She is the Executive Producer and Host of the Podcast & Amplify podcast, where she uplifts diverse voices. Kristin spent 15 years honing her marketing/communications skills in corporate America. She fostered her love of storytelling and cultural understanding at the University of California, Santa Cruz, where she graduated with a B.A. in Literature and a Minor in Art History. She will be speaking at the upcoming Podcast Movement 2022 conference.

Podcast & Amplify

<https://www.podcastandamplify.com>

kristin@explorerinyou.com

LinkedIn: <https://www.linkedin.com/in/kristinquirozbayona/>

Instagram: @podcastandamplify

Podcast: <https://www.podcastandamplify.com/podcast>

MARISOL TEJADA-NAPPI



**INDEPENDENT
AFFILIATE**



Born and raised in the Dominican Republic, Marisol came to the United States at the age of 17. She lives in New Jersey with her husband and perfectly imperfect dog.

Her goal, mission, and passion are to raise physical and mental health awareness.

Learn more about NortheStar
www.NortheStar.com/marisolnappi

ESTHELA NÚÑEZ FRANCO, MBA, PHR



Spanish-Portuguese Press, LLC

16357 Wilson Avenue

Atwood, CO 80722

www.EsthelaNunezFranco.com

www.Spanish-PortuguesePress.com



SPANISH - PORTUGUESE PRESS

At the age of ten, Esthela Núñez Franco immigrated from Mexico with her parents. She's always had a passion for helping others; as a working professional by trade and an artist by birth. With an endless love of books, Esthela learned to embrace life simply by being human, opening the floodgates to a lifelong dedication to extroverted personal expression through writing, painting, and photography.

Esthela is the author of children's books BreezyGirl, Breezy & Esthela with Friends: Coloring & Activity Book, A Day with Mom, Grandpa is Happy, and coming soon My Uncle is Sick. Her creativity stepped aside in 2021 allowing her heart to break wide open by writing her memoir and debuting as nonfiction contributing author in A Path to Purpose: Seven Inspired Stories to Find Your True North. Most recently, Esthela has published Seven Stories for My Father: Letters of Love and Legacy, a heartfelt journey of her father's life and the profound impact he had on her life.

Esthela believes everyone has a story - some are just courageous enough to share it. Her next book details her life with a medical diagnosis and the challenges that come with living a healthy life. Esthela's memoir, Wisdom, Love, and True Grit, is yet another work in progress and has become the biggest challenge of her life where academic intelligence does not apply; it only requires the presence of her heart and soul.

S. IVETTE KUYATEH, ESQ.



**Christian-prenuer | Wealth Preservation |
Victim's Rights | Financial Abuse Expert**

www.KuyatehLawGroup.com

(619) 535-0066

info@kuyatehlawgroup.com

@KingdomSheroLawyerInHeels



KingdomSheroLawyerInHeels™ is a devoted Christian, wife, mom and trailblazing attorney focused on empowering others with solid financial and wealth preservation tools to protect their assets and peace of mind. Ivette is a former prosecutor, experienced litigator and zealous advocate having handled hundreds of trials. Often referred to as a “Wonder Woman” both in and out of the courtroom for her passion for standing strong as a voice for the voiceless and advocating for the rights of others in her community by also serving victims of abuse and trauma.

Today, Ivette is a highly sought after expert on Financial Abuse and Domestic Violence training service providers and first responders nationwide. Over the years, her cases have ranged from private employment discrimination and harassment lawsuits, family law and immigration matters to large insurance defense cases for Fortune 500 companies and public entities. Ivette is a published scholar on Federal Indian Law and holds lobbying experience at both the state and federal levels.

Ivette was born in Mexico and immigrated to the U.S. as a young girl. She went on to earn a Bachelor's Degree from the University of California, Davis, with double majors in Psychology (Social-Personality emphasis) and Chicano/a Studies (Social-Policy emphasis). She then earned her Juris Doctor degree from Thomas Jefferson School of Law in San Diego where she distinguished herself as a Criminal Law Fellow, a published scholar on violence against women, and with her work at the Department of Justice in Washington, D.C., Immigration Center for Women and Children, San Diego Volunteer Lawyer Program, ABA Immigration Justice Program, and the San Diego Superior Court. Ivette is a proud Alumna of MANA de San Diego's Latina Leadership Success Program and HOPE (Hispanas Organized for Political Equality) Leadership Institute.

DR. MARIFÉ MÉNDEZ, D.B.A.



Dr. Marifé Méndez, D.B.A.
CEO-Digital Marketing Creator
Next Step Marketing
mmendez@nextsteppr.com
www.NextStepPR.com



Dr. Marifé Méndez is an entrepreneur, digital marketing creator, public speaker, Amazon's Best Seller Author, and accomplished senior marketing communications professional with over 25 years of experience. She is the founder and CEO of Next Step Marketing, an innovative team of marketing professionals in her native San Juan, PR, and also of her new venture Dr M Digital Marketing Services in Ft. Lauderdale, Florida.

Marifé is passionate about digital marketing, diversity, and social media. She can be found in the most popular social media networks Facebook, Instagram and TikTok, but she is also a passionate public speaker. With inspirational speeches like Why Women Need to Boss Up; and Soul Rebel about Trauma and life after breast cancer, Marifé knows how to connect with an audience.

She had the opportunity to talk about some of these topics in the previous books she co-authored, Women Who Boss Up in Health, Wellness, and Lifestyle (2021), and Breaking the Glass Ceiling – Influential Women in Business (2015). Both books were an incredible success and reached "Amazon Best Seller" status.

In addition, Marifé is also an Independent Certified Coach, Teacher, Trainer and Speaker with The John Maxwell Team and active member of the Arts of Speaking Toastmasters Club in Hollywood Beach Florida. Finally, Dr. Marifé Méndez has over 27 years of experience in academia and is currently Adjunct Faculty at Miami Dade College Business School, Wolfson Campus.

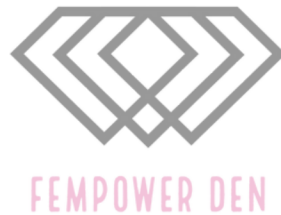
Facebook at <https://www.facebook.com/marife.mendez.50/>
Instagram at <https://www.instagram.com/drmarifemendez>
TikTok at @marketingdoctor

AMANDA ALONZO



**Founder
FemPower Den &
BrunchTalks**

www.FemPowerDen.com



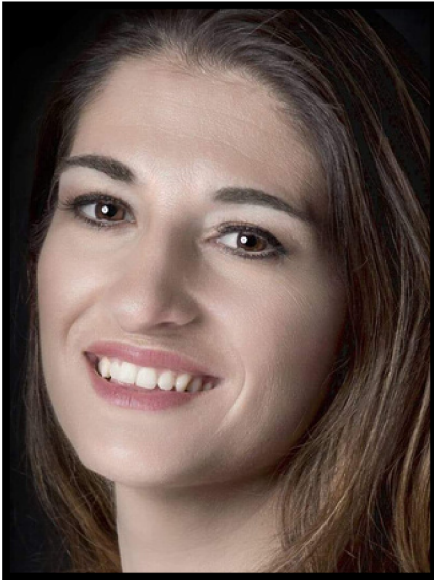
Amanda is a Mexican American born and raised in Southern California. She is a Sociologist, Author, Founder of The FemPower Den a Women's Networking Center, and Podcast Host for BrunchTalks with MandiRose. She obtained her B.S. in Sociology from Oregon State where she also studied Women Gender Studies. She graduated Cum Laude. She is passionate about social change, bringing awareness, helping women grow, and sharing their stories.

On top of creating The FemPower Den for women to have a safe place to network, create, learn, and grow. She has also been in the non-profit industry for over 15 years. She continues to run donation drives and help grow awareness for other nonprofits.

Amanda's passion is to help people, from giving back to the community, helping build, or inspiring someone with her story. She continues her mission to bring awareness to social issues. She believes change cannot happen if we first don't start talking about the subjects that make us uncomfortable.

"Life is a journey and we must trust the process"

LIZ LIMA, MS, MBA



**Founder
CEO
FierceMODA**

www.FierceMODA.com



LIZ LIMA | ELIZABETE DE LIMA, MS, MBA

Learn more about Liz Lima's companies here

Isagenix

<http://www.isagenix.com/en-US/Isamovie>

Fierce MODA

www.FierceMODA.com



ELSIE AQUINO-GONZALEZ, PHD



Dra. Elsie Aquino-Gonzalez is a multi-disciplinary scholar, Education Consultant, and Environmentalist. At present she collaborates and is in partnership with four non-profit global organizations.

At Atlantic Climate Justice Alliance (ACJA) whose mission is to advocate for climate and environmental justice, education, and humanitarian relief, Elsie is Board President and Education Consultant.

Elsie collaborated with the Eco-Schools Program in Puerto Rico from 2018-2021. This program engages K-12 students in environmental education and action. As an Education Consultant for this program, she designed and presented education materials for the Eco-Schools.

Since she joined the Climate Reality Project (CRP) in 2019, founded by former vice president Al Gore, her work has focused on educating K-12 students on the urgency to combat the climate crisis.

In 2020 Elsie became the Board President of Latina Voice whose mission to strengthen and empower Latinas and all marginalized women through education, research, and narratives.

ANNA RENDÓN-MORRIS



Anna Rendón was born on November 17, 1982, in Mexico City. She is a businesswoman who is a part of many women in business organizations focused on creating and supporting programs meant to empower women at all stages of life, particularly in personal development.

Anna owns and operates Renmor Bookkeeping Services and Phoenix Housing.

At age 5, her family moved to the United States, where she was faced with a language barrier, the feeling of not belonging, and a sense of loneliness from being different from her peers. She had a rough start in life with a dim chance of having a “successful life” - early pregnancy, high school dropout, domestic abuse, and raising an autistic son. Anna was faced with these challenges but was able to provide for her sons as a single mom, received a bachelor’s in accountancy, is a homeowner, and created multiple businesses from scratch.

From being a migrant to becoming a full-fledged entrepreneur. Anna is inspiring others to work through any obstacle they may come up against. She is dedicated to helping others to accept and embrace themselves sooner to live a more fulfilled life. Anna wants you to know that the best is yet to come! So hang tight, and don’t give up! Her grit and perseverance make her a Boss Latina.

DEANNA G. MONTALVO



www.LaLobaLingerie.sexy

Deanna Guadalupe Montalvo is a Chicana Blogger and budding entrepreneur. She is the founder and owner of the startup - La Loba Lingerie by Candid Chicana.

La Loba Lingerie by Candid Chicana is on a mission to lead in the lingerie industry. Plus size lingerie is an underrepresented market, and we want to be the first brand to cater exclusively to our *gordibuena* goddesses.

www.LaLobaLingerie.sexy
candidchicana@gmail.com

La Loba Lingerie By Candid Chicana

Facebook
La Loba Lingerie(@la_loba_lingerie)

Instagram photos and videos
Tik-Tok: @la_loba_lingerie

GINA RODRIGUEZ, MNLP, MCHT



www.MindMasterySociety.com

Gina Rodriguez is a second-generation Salvadorean American. Her parents immigrated to California as teenagers fleeing situations in their country. Her parents met under threatening circumstances and after a year of caring for each other Gina was born. Both parents carried over their traumas, insecurities, and limiting beliefs into their parenting. Gina grew up with a lot of turmoil in her home and that made Gina grow up in what she describes as "survival mode". Through the twists and turns in her life, including contemplating suicide at the young age of 13, Gina learned a few valuable lessons, #1 - The power of reframing, #2 - The strength of taking responsibility for your results, and #3 -The potential in reinventing herself over and over again.

These three main lessons are what kept Gina moving forward and expanding since she was a little girl. Always feeling that she was the "black sheep" of the family now as she looks back, she understands the blessing in that. She was able to Break the Cycle and create a lifestyle set by her standards. Gina's mission is to help young ladies and women understand the cycle and help bridge the cultural gap to design the life you want.

Guiding high-performance individuals to clarity, adventure, and empowerment, using modalities that uncover subconscious limitations and reprogram our minds with the fantasies we want as realities.

EMERI ECHEVARRIA



I was born in Portland Oregon, raised in Guadalajara and returned to the United States when I was around seven years old. By the time I was fifteen years old, I had survived an abusive and violent childhood within my own home. I escaped an abusive relationship at 18, and became a single mother living in poverty.

Like many others in these circumstances, I began to self-medicate with drugs, alcohol, and relationships to numb the pain, the trauma, the negative thinking, and became involved with gangs to deal with the stress of my reality. All this lead me to making terrible choices and was incarcerated soon after. I knew I wanted something different, so I decided I needed to become different, I faced the mirror within, I faced my truths and my fears! Within a few months of my release from corrections, I quickly achieved my first goal in gaining custody of my children. I used my time inside those walls to work on myself, to gain skills, and to prepare for the outside world, I came out determined to have a better life!

Through my own life experiences and through my coaching journey I discovered my passion in coaching to help people identify their own obstacles and barriers to identify their life given purpose. My vision is to help people find the courage to get out of their own damaging mindset and stagnant situations that serve no value in their life. In 2017, I became a Certified 360 Leadership Circle Coach through ICF (International Coaching Federation). I have coached leaders across the state of Oregon. In 2019, I became a Committee Board member for an organization named TDNFTC (Time does not fit the crime) who advocates fair and equal rights for Adults in Custody. In 2020, I became a Certified Life Coach through IAP Career College and became a member of International Association of Professional Organizations. I have been public speaking 5 years and have publicly given my testimony in many churches across Oregon. My future goals are to write self-help books, begin podcasts, give a TED Talk, and become an international Motivational Speaker. My mission is to empower transformation to help others discover their potential and embrace their life given purpose!

“We all were all born with a purpose, the challenge is to discover it in your life journey”

- Emeri Echevarria

JO WELCH

JEANNETTE OCAMPO WELCH



www.TheWillFairy.com

www.JOWelch.com

AUTHOR | SPEAKER | COACH | ENTREPRENEUR | INTERPRETER

JO Welch, (Jeannette Ocampo Welch) is a first-generation American of Colombian parents. She grew up in the marginalized space between Latina/e and American cultures and is influenced by her, almost 30-year commitment to the Deaf, DeafBlind, and Hard of Hearing communities.

Inclusion is critical in all aspects of her life whether, through art, language and mentorship.

Her intersectionality brings insight, wisdom, and humor. She is tri-lingual in English, Spanish, and American Sign Language. A Gen X-er with over 20+ years of entrepreneurship, leadership, and social justice, she loves connecting people with what is possible. JO is the Founder of askJO, then created The Will Fairy's 45-day Will Challenge, a hands-on program to get families and businesses to secure their wealth. She is tech-savvy and patient to help others. I am grateful to all the friends, coaches, mentors, sisters in Eyne Dream Accelerator, Forbes Riley Family, PPLSI, Deaf, DB, HH and BIPOC/AAP Interpreter communities, and my husband and beautiful child for their love.

What a joy to join the Boss Latina family as Assistant Editor!

JO Welch works with leaders to Boost Self Esteem, Lasting Legacy & Build Generational Wealth. You are always welcome in her community. www.jowelch.com for more about partnerships, accountability and karaoke!

When you see everything as possible, what is left is choice. -JO Welch

WENDY LORENZO



WENDY L  RENZO

Wendy is a first generation Latina born and raised in South Central Los Angeles, CA. She is a Certified Mastery Method Transformational Life Coach. She helps people transform the negative way that they relate to themselves. She knows first hand what it's to struggle emotionally and feel hopeless as a result from having a negative relationship with herself.

After years of struggling, she became driven to find out why she struggled so much internally and externally. On her journey of self discovery, she realized that a lot of her struggles were because she didn't understand herself or how her past affected her present reality. After going through her own personal transformation and experiencing for the first time true happiness and peace she decided she wanted to help others with their personal transformation journeys.

She is now on a mission to help others change the way they relate to themselves so that they can experience inner peace and inner freedom. She serves people through private coaching & creates content on IG that educates, inspires and entertains people.

Connect with Wendy

IG: @wendyxlorenzo

Email: empoweredwithwendyy@gmail.com

HEATHER BRAVO MARTINEZ



Heather is Mexican American born and raised in Northern California. Heather resides in Stockton, California with her familia. Heather is proud of her strong and rich heritage. Heather is a Human Resource (H.R) Business Partner at Delicato Family Wines located in Manteca, California. Heather is currently working on her B.S. degree in Business Administration and is hoping to continue to obtain her master's degree in business administration.

Heather is a strong ally for the LGBTQ+ community and has volunteered at local dining halls feeding the homeless alongside her daughter. Heather at a young age volunteered to serve and cook breakfasts and work at social functions at the American Legion Halls supporting veterans. Heather has worked in the H.R. field for 20 years. Heather has worked with a local catholic school and church volunteering to run a Fall Festival as the main Chairperson for one year, in addition, to being a troop leader for her daughter's Girls Scout troop. Heather has a passion, for working with young women and empowering them to go into the business world.

Empowerment and development of women start with positive communication and breaking the habits of focusing on their insecurities. Heather's favorite quote is from her favorite show Scandal. "I am many things and stupid is not one of them. I am a Gladiator. Gladiators don't run, they fight, they slay dragons, they wipe off the blood, they stitch up their wounds, and they live to fight another day. I wear the white hat." Once you accept and are proud of your heritage and the richness of where you come from, and accept and love yourself, you will see all your success fall into place.

Connect on LinkedIn

www.linkedin.com/in/heather-bravo-martinez-4797b188/

VICTORIA FLORES



Co-Founder
Lux Beauty Club CBD
Licensing & Partnerships
917.912.5448
www.LuxBeautyClub.com

LUX
BTY
CLB
Botanicals

Lux Beauty Club Botanicals is a female founded, Hispanic owned brand creating simple ingredient supplements for women's health and wellness.

Our CBD/hemp and botanicals range was researched and formulated by our team of registered nurses to nourish, heal and strengthen women's bodies.

We wanted to create accessible, cruelty-free, gluten-free, clean and transparent formulas that truly work for your body. Our hemp and botanicals elevate your mood and nourish your skin. Hemp is a lifestyle that when taken daily gives you the best results. At LBC we guarantee farm to home, organic ingredients from our FDA certified farms. Only clean nothing funky. Science from the plant. Founded June 2019. Feel free to drop us a line would love to hear from you anytime!

Victoria & Leslie
Founders
vflores@luxbeautyclub.com

DR. DENISE C. VIDOT



Dr. Denise C. Vidot

Founder and CEO | BeastFlow Academy

Founder and President | PsiloVee

Founder and Principal Investigator

International Cannabis and Psychedelic

Laboratory | University of Miami

Principal Investigator | Herbal Heart Study

Tenured Associate Professor and

Epidemiologist University of Miami

www.StayBeasty.com

www.HerbalHeartStudy.com



HERBAL
HEART STUDY

Dr. Denise C. Vidot is an entrepreneur by heart and epidemiologist by training. Founder and CEO of #BeastFlow Academy (www.staybeasty.com), a way of life she designed as a result of transforming the murder of her boyfriend, cancer diagnosis of her father, and her personal near-death experience due to Lupus complications into transformative power to elevate beyond her wildest dreams as a scientist, university professor, nonprofit leader, and cosmic energy coach. #BEASTFLOW is a fearless energetic state of control of self in any environment.

Dr. Vidot is also certified in cannabis patient care and the youngest tenured associate professor at the University of Miami (UM) School of Nursing and Health Studies. She is the Principal Investigator of the International Cannabis and Psychedelic Research Collaborative where her laboratories focus on the biological, psychosocial, and societal implications of cannabis use by route of administration across the lifespan by incorporating a multidisciplinary approach to address health disparities in 5 of the 10 leading preventable causes of death. Throughout her research trajectory, Dr. Vidot has led studies that specifically address the intersectionality between cannabis use, mental health, and cardiovascular disease risk from an epidemiologic lens. She was noted as a trailblazer and highlighted as the first to examine cannabis and metabolic syndrome in the 2017 National Academy of Sciences, Engineering, and Medicine Report on the Health Effects of Cannabis and Cannabinoids: The Current State of Evidence and Recommendations for Research.

MS. VIHIL H. VIGIL, MBA, PMP, CHHC



www.WomensEmpowermentCoach.us

www.Magistra.us

Ms. Vihil H. Vigil, International Women's Empowerment Business Coach, has over 20 years of experience in business development, executive training, mentoring and coaching from Northern to Southern California and now Globally Online.

Ms. Vihil brings her plethora of experience to coach professional women and business owners on health, wellness and business ownership uplifting her clients through educational workshops, online and live, group and one-to-one coaching programs by way of Therapeutic Empowerment, her coaching based practice focused on working with women to unleash their true potential by recognizing the past, successfully managing the current and planning for future professional success and business ownership.

A native of the Sacramento Valley Ms. Vihil is a United States Navy Veteran, a previous non-profit program director and project management professional for the University of California before opening The Empowerment Empire™, LLC. Ms. Vihil is a graduate of Cal Poly Humboldt in Northern California, received an MBA from Ashford University, gained holistic health coach training from the Health Coach Institute and continues to advance her knowledge and credentials while she works towards her Doctorate in Business Administration.

Single Mom and Entrepreneur Ms. Vigil oversees The Empowerment Empire™, LLC which includes Magistra Magazine, The Monthly International Women in Business Mastermind, Business Women of Diversity Power Luncheons while having authored 2 solo books and fulfills the role of Editor in Chief of THE BOSS LATINAS Anthology.

Learn more at the following websites:

www.WomensEmpowermentCoach.us | www.Magistra.us

THE EMPOWERMENT EMPIRE

THE EMPOWERMENT EMPIRE
THERAPEUTIC EMPOWERMENT
BUSINESS COACHING MAGISTRA
MAGAZINE THE VOICES PROJECTS
BOSS LATINAS ANTHOLOGY
WOMEN OF DIVERSITY BUSINESS
BRUNCHES & POWER LUNCHEONS
THE MAGISTRA MAGAZINE BI-
ANNUAL ONLINE SUMMITS THE
INTERNATIONAL WOMEN IN
BUSINESS LIVE MASTERMIND THE
IWB PODCAST

CREATED IN CALIFORNIA FOR A
GLOBAL COMMUNITY