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United States Hispanic Chamber of Commerce Appoints Javier Palomarez President and CEO

Washington, DC – October 13 – The United States Hispanic Chamber of Commerce (USHCC), the leading advocate for nearly 3 million Hispanic-owned businesses and over 200 local Hispanic chambers throughout the United States, is pleased to announce the appointment of Javier Palomarez as its President & CEO.

“A pioneer in multicultural marketing, Javier brings more than two decades of corporate experience and entrepreneurial insight from which the Chamber and its members will greatly benefit,” said David C. Lizárraga, Chairman of the Board of Directors. “Javier is a valuable addition to the USHCC executive team. His wide ranging experience along with his deep commitment to the Hispanic community makes Javier an exceptional asset for the USHCC, and we look forward to robust growth under his leadership.”

“Our goal is to strengthen our programs, improve member satisfaction and place a renewed focus on the needs of America’s small and minority-owned enterprises,” said Javier Palomarez, President & CEO. “I am proud to be part of this organization whose mission is to help grow our businesses, improve opportunities in corporate and federal procurement and hold decision-makers accountable to the needs of our vibrant Hispanic business community.”

Palomarez is one of the nation’s pre-eminent multi-cultural sales and marketing executives. He is a sought-after spokesperson, thought-leader and strategist on the issues affecting America’s consumers, particularly those in the Hispanic community. His opinions and points of view have appeared in leading publications including *The Wall Street Journal*, *Business Week*, *USA Today* and many others.

Most recently, Palomarez served as Vice President of Multicultural Marketing at ING Financial Services, where he was recruited to lead diversity outreach programs. He was responsible for marketing, sponsorships, public relations and external communications to help position this global leader in the financial services industry.

Palomarez began his career at Allstate Insurance Corporation where he worked to initiate the industry’s first fully-integrated, nationwide Hispanic marketing, sales and service campaign. Following his tenure at Allstate, Palomarez was recruited by Sprint, Inc, where he rose through the ranks to become the Assistant Vice President for Marketing and Public Relations.

The path to Washington, D.C. has been an interesting one for Palomarez. He was born in south Texas and raised by his mother in a single-parent household. The youngest of ten children, he spent his formative years as a migrant farm worker. Palomarez is the product of public schooling and learned English as a second

language. As a former high school drop-out, he obtained a GED and worked his way through college, graduating with Bachelor of Arts degree in Finance from the University of Texas – Pan American.

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About the United States Hispanic Chamber of Commerce

Founded in 1979, the USHCC actively promotes the economic growth and development of Hispanic entrepreneurs and represents the interests of nearly 3 million Hispanic-owned businesses in the United States that generate nearly \$400 billion annually. It also serves as the umbrella organization for more than 200 local Hispanic chambers in the United States and Puerto Rico.

About Hispanics Today

Hispanics Today is an English-language television show that highlights the largest and fastest growing segment of the U.S. population - the Latino market - and their impact on American business, politics, and culture. The show reaches 84% of Hispanic television viewers in 165 markets.

About USHCC Foundation

The USHCC Foundation is committed to giving Hispanics alternatives for life preparation and life-long learning by developing and implementing initiatives and educational campaigns to awaken and nurture their entrepreneurial spirit. The Foundation leverages corporate and public support to ensure that existing and aspiring Hispanic entrepreneurs gain access and achieve success in the world of business.