

Natalie Boden, Founder and Managing Director, BodenPR and Proud Mom

Natalie Boden is founder and Managing Director at BodenPR, a boutique U.S Hispanic PR agency. Focusing strongly on marketing to a Hispanic female demographic, BodenPR has grown into a highly respected firm working for both large agencies such as Ketchum as well as brands such as Home Depot, FedEx and Delta Dental.

Natalie is a member of Count Me In for Women's Economic Independence, Vital Voices and the U.S Department of State's female entrepreneur program. In addition, her team recently spearheaded the launch of Million Dollar Latina™, a program developed by BodenPR that helps Latina entrepreneurs grow their businesses to over +\$1 million dollars in revenue.

Her proudest job is being a MOM.

She is a strong believer that our young girls can grow immensely through learnings in the arts, entrepreneurship and sports and is why part of BodenPR's proceeds go to the organization Girls Inc.

Born and raised in Honduras, Natalie lives with her husband and two children in Miami, FL.

For more information please visit: <http://www.bodenpr.com/index.php>

Sandra Lilley, Web Producer, NBC Latino.

Sandra loves being part of the “national conversation” and she writes and reports on the web and on television on politics and national issues. Sandra started out in Telemundo-NY as a general assignment reporter and later News Director. She was also a Dayside Managing Editor at MSNBC and a Planning Editor for the NBC News Domestic Desk. Born and raised in Puerto Rico, Sandra studied history at Brown University, and currently lives in New Jersey with her family. Follow Sandra on Twitter @SandraLilley, or email her at Sandra.Lilley@nbcuni.com.

For more information please visit: <http://nbclatino.com/>

Lorraine Cortés-Vázquez, EVP Multicultural Markets & Engagement, AARP

Lorraine leads AARP's efforts with multicultural communities.

She previously served in key government roles including first Hispanic Secretary of State of New York, on the NYS Board of Regents, with the NYS Assembly and Bronx county administration, and as director of NYC Department of Aging. She also served as vice president of Government and Public Affairs at Cablevision.

Her non-profit experience includes serving as president of the Hispanic Federation; as executive director of ASPIRA of New York; and in a variety of positions working with preschool age children and teenagers in East Harlem.

Lorraine is on the executive committee of the NY Women's Foundation, National Urban Fellows, and National Liver Foundations; and previously the National Association of Secretary of States, and National Association of Latino Elected and Appointed Officials.

For more information please visit: <http://www.aarp.org/espanol/>

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