

**American Express and Luminary are backing Latina entrepreneurs** with tools and resources to help them succeed.



**AMERICAN EXPRESS & LUMINARY  
FELLOWSHIP FOR LATINAS**

**DIGITAL LOOKBOOK  
2022-2023**

## ABOUT THE FELLOWSHIP

Committed to backing the success of women entrepreneurs, **American Express, together with Luminary**, launched this Fellowship – **fully dedicated to Latina entrepreneurs** — to help them get tools and resources to support their growth.

**This fellowship provides 150 Latina business owners with a complimentary one-year Luminary membership**, including on-site/virtual educational programming, events, mentoring, networking opportunities across Luminary’s extensive global community and more. **Plus, Fellows also receive access to American Express business tools, resources, events and exclusive offerings.**



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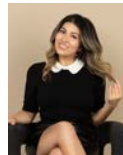
## Beauty & Fashion



**Ginette Ventura**  
*Owner & Founder*  
[GiniVee Studio](#)  
[Instagram](#)  
[Email](#)



Hi my name is Ginette, owner and founder of GiniVee Studio. I have 14 years experience in retail banking and made a transition into the beauty industry in 2020 as a nail tech in the height of the pandemic. What started as a hobby later became a passion. Enough of a passion to resign from my 14 year career and pursue my passion full-time! In less than a year I have been able to expand my business and recently established a beauty studio offering lash extensions, brow services, and laser hair removal. It has been a true dream come true.



**Tai Adaya**  
*Founder & CEO*  
[HABIT](#)  
[Instagram](#)  
[Email](#)

### HABIT

Tai Adaya is the founder/CEO of HABIT, a company developing the next generation of sun protection for the next generation. With innovative formats and a new narrative around SPF, HABIT is elevating your daily skin routine.



**Ponchitta Lanoue**  
*Founder*  
[Ponch Cosmetics](#)  
[Instagram](#)  
[Email](#)



Ponchitta Lanoue is the founder of Ponch Cosmetics, a botanical beauty platform for women of color who suffer from common skin conditions such as hyperpigmentation. Ponchitta burned her skin when she was 16 years old using an extremely strong skincare product that left an acne scar. That would soon kickstart her clean beauty journey to find a solution to her problem. She noticed that very few beauty products alleviated a common problem amongst African Americans who suffer from dark spots and hyperpigmentation. Years later she would go back to school and take a marketing class. In that class she had to market a product that she loved and knew a lot about and so she remembered her acne scar situation. Therefore, she chose cosmetics. She did so well on her project that her professor encouraged her to launch. So, she did. She made \$2,000 in two hours. The rest was history. Ponchitta now lives in Houston, Texas. Ponch Cosmetics is permanently based there.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Beauty & Fashion



**Nanette Rodriguez**  
*Founder*  
[Blossom Boutique](#)  
[Instagram](#)  
[Email](#)



Blossom is a Bra Salon & Intimates Boutique, we help women of all ages, shapes, sizes and lifestyles to feel beautiful and comfortable with their own skin. We have a special bra fitting service that has been developed by us in the past 13+ years' experience in bra fitting with thousands of women, specifically Puerto Rican women. We help them find pieces that make them feel beautiful and comfortable, and at the same time help their health by providing them pieces that give them support and improve their self-esteem as well as their health and well-being, just by changing and giving them proper fitting bras. We help women throughout their lifetime journey from the 8-year-old that needs her first bra to the great grandmother that needs her underpinnings and bras for her great grandson's wedding, the bride to be, the expecting mom, and the professional woman that is also a mom, or a single and fabulous, we are here for all their intimate pieces needs.



**Bellina Caetano**  
*Co-Founder*  
[Bellina Caetano](#)  
[Instagram](#)  
[Email](#)



Co-founder of Bellina Caetano. We are a natural gemstone jewelry brand all made sustainably and ethically sourced in Brazil. Love collaborating with other women owned businesses - Let's connect!



**Nichole Verdejo**  
*Founder*  
[Sole Wash](#)  
[Instagram](#)  
[Email](#)



In 2021, I established Sole Wash, a sneaker laundry in Washington, D.C. It's the first sneaker laundry in D.C. and the only women-owned with brick-and-mortar in the Nation. As far as I can remember, I always found a way to give back to my communities in some form or fashion. When I decided to make the courageous transition from a Federal Government employee to entrepreneurship, I was determined to not only be inspirational but to create a legacy surrounding love and being kind to the earth. Growing up in the era of 90's hip-hop, the evolution of Afro-Latin break-dancers but most importantly rise of the sneaker culture. Through my love for sneaker, I created my own given vessel. Approximately, 20 billion pairs of shoes are produced annually, and unfortunately, roughly 300 million pairs are thrown away each year. I didn't start a business, I ignited a movement, a culture.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Beauty & Fashion



**Nalaika Thomas**

*Founder*

[Skindelush](#)

[Instagram](#)

[Email](#)



Skindelush was created by Nalaika Thomas NYS Licensed Esthetician with a mission to provide quality skin care services within her community. She passionately believed when you look your best you'll also feel your best.

After experiencing postpartum depression, Nalaika's skin experienced changes, and not the good kind. When she sought skincare services in her Bronx community, she didn't find any. So, with support from friends and family, she took a leap of faith, received an esthetics license in New York, and began to create the space she wanted. to see in the Bronx.

Skindelush is a fun, colorful, and youthful environment where everyone feels comfortable and happy. At Skindelush, your skin is more than a canvas for a client-to-esthetician relationship. We truly want to help create the best "you" with love.



**Sherly Tavarez**

*Founder*

[Hause of Curls](#)

[Instagram](#)

[Email](#)



Dominican-American Fashion Stylist and Entrepreneur Sherly Tavarez is the Founder of Hause of Curls, a brand made for the new age woman in mind, who have embarked on their natural hair journey. During her childhood, Tavarez would hear phrases like, "Why don't you brush your hair?" and "Are you going to the hair salon to straighten your hair?" which led her to believe that curly hair wasn't beautiful. She spent years using heat and chemicals trying to straighten her hair but eventually decided to embrace her natural curls. After searching for apparel brands that matched her newfound confidence, this pioneer chose to create a line of her own, Hause of Curls. She turned negative words about natural hair into empowerment statements on t-shirts.



**Naddia Wiklund**

*Founder*

[Artesana](#)

[Instagram](#)

[Email](#)



Naddia García is the founder of Artesana LLC, a small business supporting indigenous artisans in the South American Andean region by bringing their products to the North American market.

Naddia is a graduate in psychology and after 15 years in the non profit sector she decided to reconnect with her native Peru and partner with under-served communities to bring uniquely crafted, wearable art to globally conscious women and connect them with the artisans who created these pieces. These products are sourced through ethical practices that compensates artisans fairly and use locally available materials when possible.

She resides in Fairfax, VA and when she is not running her business she can be found working on sewing projects or dancing Zumba.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Beauty & Fashion



**Cory and Nicol Varona**

*Co-Founders*

[Ocoa Beauty](#)

[Instagram](#)

[Email](#)

OCOa



2020

Nicol Varona Cancelmo and Cory Varona are sisters and the co-founders of Ocoa Beauty. A hair care company that helps Latinas like them love their curls and themselves. Made with luxe, clean and minimal ingredients from nuestra tierra to curly and la cultura. Its mission is to honor curly women in their real, most raw, authentic self to help them transform their life and claim confidence in their natural beauty with high-quality, safe, and effective ingredients.

Ocoa Beauty was founded in 2021 when their own curl transformation journey led the sisters to love their natural texture and themselves as Latinas. As co-founder and CMO of Ocoa Beauty, Nicol oversees the marketing strategy and creative direction of the company. As co-founder and COO, Cory oversees the operations and research and development for the company. Nicol and Cory believe curly women need to be represented with luxury products that help them love their curls.



**Franchesca Cifuentes**

*Owner*

[Studio A Salon & Rejuvenation Center](#)

[Instagram](#)

[Email](#)



Franchesca Cifuentes is a social impact leader committed to driving catalytic change in her community and beyond. She is the daughter of a Patricia Andrade—founder and owner of Studio A Salon & Rejuvenation Center, a small business established in 2006 located in Jersey City, NJ dedicated to transforming women through their beauty. Franchesca is also a graduate student at Penn State Smearl College of Business working on her Executive MBA in strategic leadership. She was born in Ambato, Ecuador but raised in the great garden state, New Jersey.



**Alessandra Garavito**

*Founder & CEO*

[Ella Park](#)

[Instagram](#)

[Email](#)



**Karen Perez**

*Founder*

[By Second Wind LLC](#)

[Instagram](#)

[Email](#)



# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Beauty & Fashion



**Mariana Chambers**

*Founder*

[Cut + Clarity](#)

[Instagram](#)

[Email](#)

## CUT + CLARITY®

REAL WOMEN. REAL STORIES. REAL JEWELRY.

Latina immigrant, mom, wife and founder of Cut + Clarity -premier destination for customizable fine jewelry sustainably made in NYC on a mission to create opportunities for women. MRC is a 17-year global jewelry manufacturing and supply chain expert specializing in production efficiencies, sustainability, product development, sourcing, pricing structures, and operating model optimizations for costume and fine jewelry. MRC has spent 10+ years connecting and supporting social causes focused on underserved communities within the LGBTQIA community, food insecurity, Voting rights, and other verticals



# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Business Management Services



**Simone Castillo**  
*President and Founder*  
[Velvet Canary Advisors](#)  
[Instagram](#)  
[Email](#)



Simone Castillo, President, and Founder of Velvet Canary Advisors is a multifaceted Ivy-league MBA who has spent the last two decades excelling as a dynamic champion transforming business fundamentals into actionable change for Fortune 100s, global-NGOs and small & medium-sized companies. Throughout her career, Simone has cultivated a proven track record of helping companies cut the fat, saving them invaluable time and money. These industry standouts include KPMG, NBC Universal and venture-backed startups based in southern Africa and the Caribbean. After many years of experience as an executive, business strategist and angel investor, Simone launched Velvet Canary Advisors to empower BI&POC entrepreneurs and changemakers to take up space in all business environments and equip them with the essential financial resilience tools to achieve any of their



**Tanisha Colon-Bibb**  
*Founder*  
[Rebelle Agency](#)  
[Instagram](#)  
[Email](#)

### REBELLE AGENCY

Tanisha Colon-Bibb is a Communications strategist with over ten years of experience who works with companies, organizations and talent to manage and maintain their public-facing brands and campaigns. In 2012, she founded Rebelle Agency, a full service communications company based in New York, NY that specializes in strategy for clients across a myriad of industries.



**Ariana Rodriguez**  
*Founder*  
[AR Strategies](#)  
[Instagram](#)  
[Email](#)

I'm a creative problem solver who is passionate about helping BIPOC and women entrepreneurs grow their businesses. I am driven by a passion for social justice, coffee, and all things organization.



**Vivian García-Tunon**  
*Founder*  
[VGT People Advisory](#)  
[LinkedIn](#)  
[Email](#)



Vivian Garcia-Tunon founded VGT People Advisory to partner with transformational leaders and help them build great companies. She supports heart centered leaders in becoming more vulnerable by doing so creating powerful and empowering cultures. She is best known by her clients for her enthusiastic and straightforward approach to evoking transformational change and getting results.

Vivian works with senior executives and founders to provide leadership, management development, and transition services, helping them achieve professional goals and corporate objectives. The good news is that she knew how to take the next steps. Vivian studied hard to become a coach, took endless classes and earned her own PHD in Personal Human Development with the amount of classes she took. Vivian applied what she learned in all of her prior experiences and went out to launch VGT People's Advisory to help individuals and leaders in all career crossroads.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Coaching & Consulting



**Jasmine Escalera**

*Founder*

[Jasmine Escalera Coaching](#)

[Instagram](#)

[Email](#)



Dr. Jasmine Escalera is a certified career and life coach with proven programs that help her clients focus on gaining clarity around their careers, beating self-doubt, and building confidence. As a coach, Jasmine integrates empowerment, success-focused mindset work, and strategy into a program that ensures her clients have both the belief systems and plan to take charge of their careers. Jasmine is a 2022 LinkedIn Top Voice and has been named the #1 Job Search Expert to Follow on LinkedIn in 2022 by JobsCan and a Career Expert to Follow in 2021 by Brainz Magazine. Jasmine is also a TEDx speaker with the talk "Conquering Workplace Conformity as a Woman of Color," detailing her journey as a Latina in STEM. Jasmine was born and raised in Brooklyn, NY, and received her bachelor's degree in biochemistry from Pace University and Ph.D. in Pharmacology from Yale.



**Carla Santamaria**

*Founder*

[First Gen Coaching and Consulting, LLC](#)

[Instagram](#)

[Email](#)

Carla Santamaria is a Miami-raised, Honduran-born immigrant and first generation professional. As a DEI strategist and consultant, she helps teams build equitable and inclusive workplaces that center intersectionality and promote employee wellness. As a career and mindset coach, she helps first gen professional women hone in on their unique skill set to reach their long-term career goals.

Carla is the producer and host of The First Gen Coach podcast, a career and lifestyle podcast where first generation professionals learn how to rethink limiting cultural beliefs, up-level their mindset, advance in their careers, and build generational wealth.



**Catalina Del Carmen Maldonado**

*Founder*

[Cat Del Carmen Coaching](#)

[Instagram](#)

[Email](#)

*cat del carmen*

Cat Del Carmen is a wife, mom of two, and business coach for women of color. She started her business after her podcast, Latinas Booked Out, grew popularity and listeners started asking for coaching. She side hustled for one year and then quit her six-figure career to go all into her business.

One year later, she surpassed her salary in tech and created multiple six-figures selling 1:1 coaching. Now she's teaches WOC coaches, consultants, and service providers how to create their first and second six figures in business without overworking and while enjoying your life!

Cat has been featured in New York Times and mentors first-generation college students between running her business and chasing after two kiddos.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Coaching & Consulting



**Alexandra Ruiz**

*Founder & CEO*

[Architects of Revolutionary Change \(ARC\)](#)

[LinkedIn](#)

[Email](#)

Alexandra is a seasoned leader with experience launching programs and companies. Currently, she is building a tech company that unlocks capital for Latinx Entrepreneurs and Small Business Owners. She also leads a consulting practice that supports clients in creating equity-focused programs/services/products.

She has 15+ years of experience in government, nonprofit management, and media. Most recently she served at the NYC Vaccine Command Center and Co-Chaired the NYC Vaccine Equity Committee. As Executive Director of Programs at the NYC Mayor's Office of Immigrant Affairs, she led a team that created innovative service interventions and campaigns serving over 200,000 immigrant New Yorkers.

Alexandra completed her Masters in American History where she studied the history of inequality in the U.S. She is currently pursuing an Executive Masters in Business Administration at Brown University and IE Business School.



**Joanna Kemper**

*Founder*

[JCK Leadership Growth LLC](#)

[LinkedIn](#)

[Email](#)

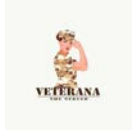
Joanna Cocco Kemper is a bilingual, English and Spanish, leadership coach, speaker and facilitator passionate about guiding powerhouse corporate leaders in creating inclusive work environments based on authenticity and courage. Joanna has over 20 years of experience in the corporate human resources arena and a Masters in Human Resources. She is skilled at creating inclusive environments, encouraging leadership vulnerability and building strategies and systems that strengthen and develop leaders.

Combining her experience and Masters in Human Resources, Joanna guides powerhouse leaders through self-discovery of their strengths and performance gaps so together they can create a success strategy for themselves and the people they lead. With energy, authenticity and accountability, Joanna accelerates business growth and leadership development.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS



**Claudia Arceo**  
*Founder*  
[Veterana@](#)  
[Instagram](#)  
[Email](#)



Claudia Arceo is a California native of Mexican descent, an Army Veteran, and entrepreneur. As a Veteran advocate, volunteer and mentor she is heavily involved in the community. She is the CEO of the online Veterana® brand. This brand was born to show pride for all women that have served in the armed services. Claudia graduated from Kaplan University with a Bachelors in Human Services Administration and from University of Maryland Global Campus with a Masters in Business Administration. Claudia is an avid traveler, photographer, poet and songwriter. Claudia is also a stand up comedian, public speaker and a published author.



**Education**  
**Ursula de La Sotta**  
*Founder*  
[Cuentologia](#)  
[Instagram](#)  
[Email](#)



+8 years in Advertising working with family oriented brands such as Nestlé or Kinder Surprise. Former Creative Director working in different countries like Mexico, Peru, Chile, and United States. Peruvian living in Chicago, and recent mother.



**Giovanna Gonzalez**  
*Founder*  
[The First Gen Mentor](#)  
[Instagram](#)  
[Email](#)



Giovanna Gonzalez is a Chicago-based TikTok influencer, financial educator, and future author.

In June 2021, she quit her corporate job in investment management to pursue her true passion- teaching financial literacy to young adults. She uses her TikTok platform to share relatable and jargon-free financial education & career advice to the First Gen and Latinx community. In April 2022, she was named 40 under 40 by the Hispanic Alliance for Career Enhancement.

Giovanna has been featured on The New York Times, Business Insider and Fast Company.

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## Education



**Lynae Maciel**

*Founder*

[Palmita School Psych Services](#)

[Instagram](#)

[Email](#)



I'm a Spanish-speaking school psychologist working with school teams to close the opportunity gap in special education for emergent bilinguals by examining the student's language development and assessing their academic and cognitive functioning. I'm also an entrepreneur creating work opportunities with young adults with special needs.



**Victoria Jenn Rodriguez**

*Founder*

[VJR Enterprises, LLC](#)

[Instagram](#)

[Email](#)



Victoria Jenn Rodriguez is a Master Mindset + Business Consultant, Media Personality, and acclaimed international Keynote Speaker.

As a strategic visionary thinker with 20+ years of experience, she has trained over 15,000 leaders and entrepreneurs on how to optimize performance while maintaining a focus on emotional intelligence, reflection, and life balance.

She is the Founder of the Dare to Leap Academy, an online learning platform where ambitious women come to get unstuck, and make the transition from corporate to entrepreneurship, without losing their financial security.

Victoria Jenn is the host of Victoria Jenn TV on YouTube, home of the wildly popular Series "Women Who Roar" that has garnered over 4MM+ downloads. Given her passion for diversity & inclusion, she spotlights professionals of color who have achieved success by remaining authentically true to who they are and also shares mindset and business advice on the channel.



**Rocio Raña**

*Co-Founder & CEO*

[LangInnov, Inc.](#)

[Instagram](#)

[Email](#)



Dr. Rocio Raña is the co-founder & CEO of LangInnov, an educational technology company focused on improving literacy outcomes for bilingual Latinx children. LangInnov's first product, the BLAST mobile app ([www.BlastBilingual.com](http://www.BlastBilingual.com)), is a bilingual literacy assessment that helps educators make informed placement and instructional decisions, reduce the number of multilingual learners misplaced in special education, and accelerate literacy development. Dr. Raña's inspiration for this project comes from her experience with her own children who were born in the U.S. and grew up speaking Spanish and English at home. She created this project to address the need for educational equity for Latinx bilinguals. Dr. Raña has received awards from the National Science Foundation and NewSchools Venture Fund. Currently, she is looking to positively impact the life of more bilingual Latinx children by expanding the network of schools and families that already use the BLAST app.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Education



**Laura Valdés**

*Founder*

[Valdes Language Services](#)

[Instagram](#)

[Email](#)

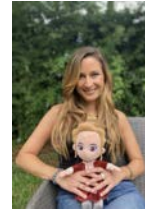
VALDES  
LANGUAGE SERVICES



I'm Laura Valdés, a passionate multi-linguist, translator and interpreter, and dedicated business owner. With over 12 years of experience, I have helped hundreds of clients with translation and interpretation services all over the world. I work with those in regional agencies and organizations, food justice, healthcare, education, immigration, and mental health sectors.

My love for language stems from my diverse background (Colombian parents and Pakistani step father) and has developed to include mastery of Spanish and English. I am also conversational in Portuguese and German and I have studied Latin and some French and Urdu. This range of language diversity has been an invaluable asset to many of my clients.

My goal is to be a friendly and reliable resource for all of your translation and interpretation needs. I understand the necessity of helping my clients to bridge the communication gap with their clients and colleagues and I am happy to offer my services.



**Marjorie Spitalnik**

*Founder*

[Little Rebels](#)

[Instagram](#)

[Email](#)



Marjorie Spitalnik is a Latin American entrepreneur with over 15 years of experience on PR & communications. Chosen as a Young Leader of the Americas by ex President Obama, Master in Entrepreneurship, TEDx speaker and chosen as one of the 100 most influential people within the toy and game industry. Inspired by her daughter, she launched Little Rebels, a plush line doll collection that represents iconic women, like Marie Curie, and interacts with an app that teaches their stories in a fun and interactive way.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Entertainment



**Dillon Greenberg**

*Founder*

[Behind The Scenes With Dillon](#)

[Instagram](#)

[Email](#)

Dillon Greenberg is an actor, influencer, writer, and award-winning filmmaker living in Brooklyn, New York. She currently runs her blog and brand, Behind The Scenes With Dillon, where she talks about lifestyle, fashion, and beauty. She is also a Social Media Manager and helps many businesses with their online presence. Learn more about Dillon here!



**Rachel Strauss-Muniz**

*Founder*

[Latinos Out Loud](#)

[Instagram](#)

[Email](#)



Rachel is a Producer, Writer, Podcaster and VO Artist. She is EP and Host of the Webby and People's Choice Award-nominated Podcast, Latinos Out Loud. She was a selected writer for NHMC's LatinX Stream Showcase where her short film, "The Swimmers" premiered. It was featured in the 2021 Official Latino Film Festival. Her one-woman show, "Ink" was a selection in the 2021 ONE Theatre Festival. She is currently voicing the role of "Mrs. Tuttle" on the animated series, "The Tuttle Twins" and was profiled on the PBS series "From Performers to Spectators". Streaming on Peacock and NBC, you can catch Rachel alongside the sketch comedy troupe, Room 28, on "Bring the Funny". Rachel is Creator of The HERlarious Show, an all-female variety show featuring the funniest females in sketch, stand-up and musical comedy. She produces custom content for brands like The U.S. Census Bureau, Wendy's, Frito Lay, McDonalds, Dior Beauty and AT&T.



**Elisa Molina**

*Founder*

[COVEDOZA](#)

[Instagram](#)

[Email](#)

covedoza®

Elisa Molina is a multi-passionate mompreneur, nonprofit director, and Founder and CEO of COVEDOZA – an Afro-Latina lifestyle brand that fulfills the need for women to feel empowered, validated, and confident to speak up about the issues they care about the most about through art. As a Returned Peace Corps volunteer, she used design thinking to create a platform that connects potential customers with women artists from around the world using digital art. To date, she was selected for the 2020 Latino Small Business Resilience Award by the Georgia Hispanic Chamber of Commerce and the Hispanic Young Professionals & Entrepreneur Award. In November 2020, she was selected for the American Express and IFundWomen 100 for 100 'Founders of Change' Grant Program, while being recognized as 'The Most Engaged Entrepreneur' by the R.J. Pierce Law Group.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Entertainment



**Delaila Catalino**  
Founder  
[Non-Corporate Girls](#)  
[Instagram](#)  
[Email](#)



Ayanna, a Brand & Marketing Strategist, and Delaila, a Social Media Digital Strategist, are the Non-Corporate Girls, two New Yorkers unpacking the struggles and successes that come along with corporate America. Join them as they navigate their side ventures along with full time jobs literally connecting the dots where 9-5 & 5-9 meet.

Whether giving their point of view on career growth, financial literacy, entrepreneurship or self-care, Ayanna and Delaila invite special guest experts to weigh in. To tie in current events the ladies discuss pop culture, social happenings and include lots of laughter to keep you tuned in.



**Jennie Santona**  
Founder  
[Art Mango](#)  
[Instagram](#)  
[Email](#)



I am born and bread spanish speaking Dominican from a white mother and black father. Formally training in fine arts since I was 10. When I was choosing a major my alternate choice was business administration. I moved to NYC area, with a full scholarship to continue my studies. Formed a family, divorced but I got my beautiful daughter as a result. I worked full time doing graphic design and freelanced as illustrator. Had the honor of exhibiting my art at the United Nations as part of the Dominican mission. Have worked many years in publishing design. Now risking everything with my own business. In need of funding.



**Amanda Rodrigues Smith**  
Founder  
*Products of our Environment*  
[Email](#)



Amanda Rodrigues Smith is a professional IDEAS practitioner (Inclusion, Diversity, Equity, Accessibility, and Sustainability) and first-generation founder of Products of our Environment™ a sustainable lifestyle brand and index of eco-conscious BIPOC businesses and artisans who are inspired by the wisdom of mother nature and a desire to preserve our planet and its heritage for generations to come. Born and raised in Baltimore, Maryland; Amanda is a proud descendent of the Afro-Diaspora with roots in Brazil and Jamaica.



# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS



**Karina Dixon**  
*Founder*  
[Diverse Dollar](#)  
[Instagram](#)  
[Email](#)



Karina Roa Dixon is on a mission to educate BIPOC about the importance of estate planning in building generational wealth. Over the next 20 years, society will experience the greatest transfer of wealth in history and most are not prepared for it, especially people of color. Through Diverse Dollar, Karina is hoping to bust through the shame of speaking on financial topics, and provide education that allows communities to empower themselves through in-person and virtual events. This has become her personal goal after losing her father to Covid and organizing his estate in the midst of all the chaos in hopes of preventing others from experiencing that pain and stress.

Prior to building Diverse Dollar, she spent over 10 years in media and entertainment research. She leverages that experience in providing clear, impactful and entertaining messaging to her audience.

## Financial Services



**Jennifer Guzman Pichardo**  
*Founder*  
[Bright Tax Services Corporation](#)  
[Instagram](#)  
[Email](#)



Jennifer was born in the Dominican Republic and raised in Washington Heights, NYC where she still resides. She is a single mother, a chemist, investor, entrepreneur, and currently a Ph.D. student.

She speaks on issues of accessible and reliable financial services in the Latino community. Yet, her main interest delves on the social stigma against Latina women who are thriving to be first generation wealth builders. Hence, she is currently devoting her time to developing an educational platform targeted towards minority women, single mothers, and teenagers with the goal to provide them with the mentorship and resources needed to build the financial blueprint to tax free generational wealth.

When she is not dealing with #'s or playing the female version of Einstein. Often, she indulges in watching horror movies. Eventually that means she would cuddle with her son at night as to not exacerbate her anxiety of being pulled by the leg.



**Nashira Lynton**  
*Founder*  
[Renewed Wealth Therapy](#)  
[LinkedIn](#)  
[Email](#)

Hi, I'm Nashira Lynton. Over the past few years I've helped families pay off cars, reduce debt (over 100k), build wealth, and purchase homes. Not to mention decrease financial stress, become aware of what their identity and influences are around money.

I've also paid off 60k in debt and built a net worth of 6 figures. What's even more exciting is that I love helping other women reach their financial goals too!

My new business is focused more on working with partners and sponsors interested in bringing financial therapy to their organization.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Food & Beverage



**Yaslyn Lora**  
*Founder*  
[Lula's Empanadas](#)  
[Instagram](#)  
[Email](#)



Yaslyn Lora, MPH, is a Dominican- American first generation entrepreneur. Her mother Lula was only five years old when she began cooking for her grandparents, aunts, and uncles. She, too, was about the same age when she first fell in love with it. She learned that in her family and culture, tradition is what kept families whole and alive.

Lula's Empanadas focuses on authentic Dominican empanadas with a twist of contemporary flavors. The goal of Lula's is to launch Lula's Foundation as a way to give back—and provide mentorship, community events, and outreach programs for Black and brown children to explore culturally relevant experiences related to their identity and, social, domestic, and global issues.



**Stephanie Fels**  
*Founder*  
[Blue Cove Fish](#)  
[Instagram](#)  
[Email](#)



Stephanie Fels is the founder of Blue Cove Preserves. She grew up in a multicultural household with a French father and Ecuadorian mother. Her mission is to create a gourmet brand of tinned fish in North America and put delicious tins of seafood preserves in kitchen pantries. Not only are they high in nutritional value with Omega 3 fatty acids, protein and vitamins; they also make an elegant appetizer food or a compliment to a great dish. Blue Cove partners with suppliers that honor responsible fishing practices on US shores rather than importing from across the world. Our recipes were created with locally sourced premium condiments, care and love.



**Scherise Merritt**  
*Founder*  
[Home Beis](#)  
[Instagram](#)  
[Email](#)



Our Founder, Scherise Merritt is a Afro Latina who was born and raised in NYC. She's a marketer by day working on amazing campaigns and experiences focused on Priceless moments. In between she shares her passion for food on social at @FromReeseToYou and on her blog FromReeseToYou.com. Food has always been such a major part of Scherise's upbringing with almost every memory tying back to a delicious meal with her loud and entertaining Dominican family. It's those memories in the kitchen that sparked her passion for food and cooking early on. However, food also had a negative effect on their health, with family members suffering from diet related illnesses from the same meals she grew up loving. She struggled to find healthier alternatives. So, she decided to create her own. The spices quickly became a hit among family members and Home Beis was born.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Food & Beverage



**Amanda Victoria**  
*Founder*  
[Siponey Spritz Co.](#)  
[Instagram](#)  
[Email](#)

Amanda Victoria is an award-winning leader in cocktail, spirits, and lifestyle communication, education, corporate environmental and social impact, and premium spirits product development and revenue strategy.

In 2019, Amanda launched Siponey Spritz Co.™ the first in-category B Corp certified canned cocktail, as a super-premium canned alternative, made with the best ingredients.

Her work has been featured prominently in the media as an eminent wine and spirits authority, entrepreneur, and environmental and social activist.



**Dafna Mizrahi**  
*Founder*  
[Curamia Tequila](#)  
[Instagram](#)  
[Email](#)



Dafna, a Mexican-Jewish chef, restaurateur, winner of 'Chopped' and a woman of influence by the age of 27. With roots in Mexico, upstate New York and the Deep South, Dafna's vision has been to create a genre-bending, wellness-driven, lifestyle brand. An authentic juice from Jalisco that is true to her Mexican heritage. A beautiful tequila that stands out in a sea of brands synonymous with mediocrity and machismo in the U.S.



**Lourdes Karina Pinto**  
*Founder*  
[Tasty Empanadas](#)  
[Instagram](#)  
[Email](#)



Hi, I'm Lourdes Karina Pinto, born and raised in Paraguay where empanadas are very popular for any occasion. I started Tasty Empanadas by demand from my friends and family, who were always praising all the time how good they were.

My love for cooking started at a young age, when watching my mom and grandmother cook traditional Paraguayan homemade dishes. I used to help them, and everything that I learned is what I put into practice when I am in the kitchen.

Tasty Empanadas was established in 2018 in Howard County MD. Our mission is to provide handmade and delicious empanadas that will satisfy the palates of our customers.

We use fresh ingredients for all our products

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Health & Wellness



**Julissa Cadogan**

*Founder*

[AllThingsJulissa](#)

[Instagram](#)

[Email](#)



Hi All, I started my fitness journey 3 months after having my son. I went through the trials and tribulations of learning my body with movement and also eating better. During my journey I realized I wanted to help people be healthier and understand what works for them. I love helping others and I felt this was a perfect way for me to engage with people while helping them become the best versión of themselves.



**Monica Yepes**

*Founder*

[Motus](#)

[Instagram](#)

[Email](#)



My name is Monica, and I am a Psychologist and Health Coach with an MA in Psychology, and studies in Aromatherapy, Acceptance and Commitment Therapy (ACT), Nutritional Psychology, Health Education and Promotion.

In recent years I have dedicated my time to strengthening my knowledge about the benefits of essential oils in support of moods and general health. During this time, I have developed formulas for my family and myself, enjoying the results and the newfound advantages.

As a woman, I experienced many physical, mental, and spiritual changes during the last few years and essential oils have allowed me to find relief. As a psychologist, I am interested in learning about mental well-being, since the balance of body and mind is essential to lead a more calm and happy life.



**Coral Hines**

*Founder*

[Buena Botanicals](#)

[Instagram](#)

[Email](#)

Coral Hines is co-founder of Buena Botanicals. She has a love for all things product development and the environment, and applies both passions to the development of Buena Botanicals CBD product line.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Health & Wellness



### **Jasmin Kearsse**

*Founder*

[Fountain of Life Coaching](#)

[Services LLC](#)

[Instagram](#)

[Email](#)



Jasmin Kearsse; Wife, mom, entrepreneur, Plant Based Nutritionist, health enthusiast, naturalista and author is the owner of Fountain of Life Coaching Services and is a Plant Based Nutritionist. Jasmin makes all natural juices for her clients and community events to bring awareness on the benefits of juicing. Jasmin graduated top of her class from CUNY School of Professional Studies with a degree in Communications and Media and she is an honorary member of Sigma Alpha Pi.

Jasmin is the author of Fountain of Life Juicing eBook. You can also see her health tips and recipes on her Instagram/TikTok pages @JuicinwithJazz. She enjoys working out and finding creative ways to cook plant-based food. But, her first love is her family. She is the proud mother of 5 and grandmother of 2.

If you were to ask Jasmin what best describes her, she would quote 3 John 1:2 which states "I pray that you may prosper in all things and be in health, just as your soul prospers."



### **Beatriz Hernandez-Tuapta**

*Founder*

[Back Benders](#)

[Instagram](#)

[Email](#)



Hello, my name is Beatriz Hernandez- Tuapta but most people call me Dr.Betty. I'm a Chiropractor, Biofield Tuning practitioner, crystal healer, and sound healer. I'm the founder and owner of Back Benders, The Auric Fields, my retail crystal business, and the BB Wellness Collective, a community of healing practitioners whose services complement and amplify the work I do. I didn't set out to be an entrepreneur. Mostly I wanted to help people get out of pain. This mission evolved to help people understand the origin of their pain and how we can address it and heal it. I use a multi-modality approach that allows me to do just that.

I am so happy to be part of this community and look forward to making connections.



### **Candy Calderon**

*Founder*

[CEO Wellness Club](#)

[Instagram](#)

[Email](#)



Certified brain health coach, and wellness expert. Founder of CEO Wellness Club, a brain & sleep optimization company that works with professionals ready to improve their brain's health, sleep quality, and overall health in order to maximize their potential, performance, life balance, and longevity.

She's an experienced speaker, and works with organizations invested in their workforce's health & wellness, leading in-house and virtual programs, as well as with high-performing executives and entrepreneurs. She consistently shares her takes on brain health and well-being at the intersection of culture, diversity & inclusion from the modern, busy founder/CEO/Executive perspective.

Her personal work have helped fuel a new generation that is redefining what vibrant health means to them and embracing their physical, emotional, and spiritual wellness on their own terms. She's coached thousands worldwide and collaborated with top wellness and lifestyle brands.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Health & Wellness



**Dr. Andrea Flores**  
*Founder*  
[Hudson Wellness Collective](#)  
[Facebook](#)  
[Email](#)



Dr. Andrea Flores is from Bayonne, NJ, where she was born and raised. After graduating High School she moved to Atlanta, Georgia to start her College Journey. She was determined to receive two degrees in an accelerated program at Life University. She received her Bachelors Degree in Science & her Doctor of Chiropractic Degree at Life University. At Life University, she completed both degrees in less than six years. She has taken over 5,000 lecture & clinical hours in the intense chiropractic program to earn the D.C. degree. She continues to complete lectures & modules on the latest treatment procedures & techniques in the chiropractic profession. She has grown fondly for treating the pediatric population and has focused much of her post studies on pediatric care. She is currently strengthening her perinatal and pediatric expertise as she completes training as a Doula and another training to become a distinguished Chiropractic Pediatric provider.



**Mariza Hardin**  
*Founder*  
[Zócalo Health](#)  
[Instagram](#)  
[Email](#)



A healthcare business leader with more than 15 years of policy experience, Mariza founded Zócalo Health in 2021 with a vision to enhance the primary care experience and overall health journey for Latino families. Prior to founding Zócalo Health, Mariza was on the founding team for Amazon Care and AWS's Health and Human Service Vertical where she led business development initiatives for Amazon customers. Prior to Amazon, she focused on developing innovative solutions for Medicare and Medicaid populations for companies such as Omada and Alere Health/Optum. Her experience in Medicaid and Medicare started during her tenure at the US Health and Human Service Department where she led policy programs for health information exchange. She holds a Master's Degree in Health Policy from The George Washington University and currently lives with her family in the Greater Seattle area.



**Dr. Cassandre Dunbar**  
*Founder and Host*  
[Be Well, Sis](#)  
[Instagram](#)  
[Email](#)



Dr. Cassandre Dunbar is the creator/host of the award-winning wellness podcast called Be Well, Sis. In her quest to achieve holistic wellness, she noted that Black women are often alienated in Wellness spaces despite suffering the worst medical outcomes compared to their peers. Cassandre launched her podcast in order to address this lack of inclusion. Since its 2020 debut, Apple Podcasts has recognized it as "New and Noteworthy" twice, ranked among the TOP 10 of Alternative Health podcasts and TOP 200 of all Apple Podcasts in the United States. Its global audience garners thousands of monthly listeners and has earned features in publications such as Ebony, Conde Naste Traveler, Forbes, and more.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Health & Wellness



**Norma Montenegro**

*Founder*

[The Therapy Collaborative](#)

[Email](#)



Norma Montenegro is a licensed clinician who has worked in mental healthcare for over a decade. Through that work, she observed the numerous challenges and disparities in accessing quality mental health care for people of color and the LGBTQIA+ community. The Therapy Collaborative was founded as a response to those disparities and it quickly became a place where individuals struggling with mental health challenges can access culturally responsive mental health treatment. It is her hope that the company can grow and support the unique psychological needs of normatively underrepresented populations.



**Fiorella Amado**

*Founder*

[Joyful Service Corp.](#)

[Facebook](#)

[Email](#)



I am a Latina empowerment facilitator, leadership and career activator. Former corporate lawyer, women rights advocate and a passionate social entrepreneur.

Since 2017, I am the Executive Director & co-founder of Warmipura a non-profit organization focused on women empowerment; and, the founder of Joyful Service Corp., a social business that provides resources for women to embody their feminine energy and creative power, through somatic practices with trauma sensitive awareness, to rise up as powerful and assertive leaders in their careers and life.

I am also a Certified Yoga Teacher, a tantric buddhist practitioner and a Somatic Trauma Therapy Facilitator who finds joy holding space for women in sacred ceremony, rituals and intimate connections, as a way to keep alive the sacred traditions that comes from my ancestors, wisdom keepers and guardians of the sacred lands of my country home, Peru.



**Jill Barrientos**

*Founder*

[Doc Domi](#)

[Instagram](#)

[Email](#)



A Latina girl-mom from the Dominican Republic and New Yorker since 2009. Jill is Trailblazer for the Affordable Care Act, helping minorities and small businesses access, understand, and navigate healthcare. Jill, I lead a team overseeing the network of Federally Qualified Health Centers for the largest managed care organization in NYC. Responsible for \$1.4B in revenue. She lead the tech platforms automation and integrations of an engineering consulting firm on Wall St.

After completing her EMBA in NYC she founded Doc Domi. A social wellness and care app where users, regardless of legal or economic status access their community to learn and share information on healthcare topics, find care, and access a curated trusted network of health centers. Launching soon! She is an active public advocate for diversity and equity, partnering with organizations to drive DEI in both the healthcare and technology industries.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Health & Wellness



### **Nataly Quintero**

*Founder & CEO*

[Stay Grounded/Meraki By Nat, LLC](#)

[Instagram](#)

[Email](#)

Nataly Quintero is the Founder and CEO of Stay Grounded a personal development brand that provides wellness tools for more intentional living and connection



### **Anna Locke**

*Founder*

[Charlandra Counseling Service](#)

[Linktree](#)

[Email](#)



After suffering in silence for years because I could not get pregnant naturally, I've turned my pain into my purpose. I am on mission to open doors for conversation on the stigmatized topic of infertility in the Latine community; and to gift hope, inspiration, and connection to those fighting to have a baby. I shared my story in my book, "Body Betrayal: Understanding and Living with Infertility" and provide mental health counseling and support groups to others on their family building journey. From my more than 18 years of professional experience, I've developed a counseling program based in acceptance to help individuals cope with infertility and maintain their stamina to achieve a pregnancy. I am also a graduate school professor in a counseling program at Lehman College, have twins, and enjoy going to the beach and dancing.



### **Kenya Dominguez**

*Co-Founder*

[Healing in Brave Spaces LLP](#)

[Email](#)



Kenya Dominguez is a Dominican First Generation Latina Woman and Licensed Mental Health Counselor. She is also the Co-Founder of Healing in Brave Spaces located in NYC. Currently she works in a community based mental health clinic and has been committed to empowering and helping the BIPOC community learn how to use their resiliency to live more meaningful lives.

Her work focuses on mood/anxiety disorders, trauma, and helping people navigate interpersonal relationships using a strengths-based psychodynamic approach. She believes people have the tools necessary to heal and collaborates with her clients to help them reach their goals.

She is also passionate about raising awareness through content creation and building a sense of community in the field of Mental Health for all individuals and clinicians in the field. Her future professional/business interests include participating in workshops, speaking engagements, webinars, freelance writing and podcasts.



# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Health & Wellness



**Lisa Cifuentes**

*Founder*

[Be Well With Lisa Michelle](#)

[Instagram](#)

[Email](#)

### BE WELL WITH LISA MICHELLE

Hi! I am a holistic health coach, lifelong foodie, writer, wife, and mother living in New York City. Be Well With Lisa Michelle is my wellness home, which includes a blog, weekly newsletter, and private coaching practice.

The Be Well With Lisa Michelle blog is where I share recipes, health and wellness tips, and glimpses into how I keep my own family feeling great. I cover a range of topics including motherhood, food, lifestyle, and travel all from the perspective of a holistic health coach.

I also work with clients one on one as a health coach. As a coach, I take a gentle, realistic, and supportive approach to guide my clients back to their most vibrant selves. I believe we all have the answers within us, it sometimes just takes extra support and guidance to reconnect with our own inner knowledge.



**Carolina Fuentes**

*Founder*

[A Happy Slumber](#)

[Instagram](#)

[Email](#)



I am a certified pediatric sleep consultant and I specialize in supporting exhausted parents during their sleep struggles.

My passion about sleep started by working as an au-pair in Paris in 2011, and it stayed with me all the way through my time as both a nanny and daycare teacher in the states. After all these years helping families of all shapes and sizes raise babies and toddlers, I realized how important routines and good sleep habits could be for everyone involved. That is why I decided to create A Happy Slumber.



**Dr. Victoria Navarro**

*Founder*

[Dr. Victoria Navarro](#)

[Email](#)

Dr. Navarro is a Latina, post-doctoral psychologist in private practice. She specializes in individual therapy for adults. Her specialty areas are trauma, bi/multicultural identity interpersonal difficulties, and intimate partner violence. She is highly trained in multicultural and psychodynamic therapy. Dr. Navarro has a comprehensive background in providing psychotherapy to adults with extensive histories of trauma in various settings in New York. She has provided direct care to college students and adults. Settings that she has worked in include hospitals, college counseling centers, and outpatient behavioral health centers.

Her clinical approach is relational, collaborative, and non-judgemental. Dr. Navarro offers a safe and empathetic space for her clients to be authentic and vulnerable, with the goal of practicing healthy boundaries, relationships, and behaviors outside of therapy.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Health & Wellness



**Kelly George**

*Founder*

[Real Resilience Coaching & Consulting](#)

[LinkedIn](#)

[Email](#)



Kelly George (sne/ella) is a native Brooklynite, international public speaker, project management professional, and emotional wellness coach. Kelly speaks loud and proud about mental health, psychological safety, healing justice and neurodiversity.

Kelly's passion for mental health, emotional intelligence and corporate wellness education began in 2016 after having had her own personal challenges as a Black-Latinx, queer, bipolar neurodivergent in the workplace. Lived experience is one of the greatest teachers.

Real Resilience's mission is to destigmatize neurodiversity in corporate work ecosystems, by weaving neurodiversity best practices into their structural consciousness. Real Resilience provides clients the tools to create a unique definition of organizational resilience and supports leaders align with a resilience mindset, and drive results. Together, we can co-create sustainable resilience.



**Noelle Bloom**

*Founder*

[Joy Today](#)

[Instagram](#)

[Email](#)



Noelle Bloom is an entrepreneur, published author, and founder of Joy Today. She's spearheading the conversation around how woman entrepreneurs can achieve sustainable success without sacrificing their health, happiness, and sanity.

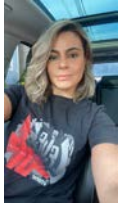
With the mission to cancel the grind culture, hustle mentality, and toxic patriarchy that rob women of their freedom to live a joyful life, Noelle's work empowers women to use joy as a strategy for more success, money, and happiness.

She's the CEO of Joy Today, a media company offering a lifestyle community and curated events for women entrepreneurs focused on creating more joy, improving well-being, and boosting happiness.

Noelle has been featured in SUCCESS, Huff Post, Business Insider, and has interviewed 100+ entrepreneurs, including the New York Times Best-Selling Author, Tim Ferriss.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Health & Wellness



**Helen Perez**

Founder [Level](#)

[Up Studio](#)

[Instagram](#)

[Email](#)



Helen Perez is a Certified Personal Trainer & Owner of Level Up Studio, LLC. She graduated Nyack College with a Bachelor's degree in Organizational Management and went on to specialize in Anti-Money Laundering & Bank Secrecy Act Compliance in the financial Industry where she has worked for over 12 years. She is a mom of two boys who has experienced first hand what working out and being fit can do not only for the body but for the mind as well. She fell in love with strength training and found her passion in educating and guiding others in becoming their best version of themselves.



**Raquel R Sanchez**

Founder

[zen vida](#)

[Instagram](#)

[Email](#)



I help other women of color get healthy.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Home Decor



**Yesenia Reyes**  
*Founder*  
[AAA Housewares Inc.](#)  
[Instagram](#)  
[Email](#)



**AAA Housewares Inc**  
Excellence in Customer Service

My name is Yesenia Reyes. I am the COO and Co-Founder of AAA Housewares. We are wholesale distributors of housewares and general merchandise products servicing independent supermarkets in the NYC area, Long Island and North Carolina regions. We have been in business for 16 years. From 2007 thru 2020 I had been managing my business part time while working in corporate America. In 2020, the pandemic caused me to exit corporate America and go manage my business full time. The company has had tremendous growth in the last 2 years and continues to grow with different strategies and planning in place. I am looking forward to seeing that growth as company as well as an entrepreneur.



**Melissa Gallardo**  
*Founder & CEO*  
[Bonita Fierce Candles](#)  
[Instagram](#)  
[Email](#)



Melissa Gallardo is the Founder & CEO of Bonita Fierce Candles, a premium candle brand inspired by Latin@ heritage and home. Melissa founded Bonita Fierce Candles to celebrate and elevate the cultural crossroads of being Latina and American.

She is the daughter of Salvadoran immigrants, born and raised by a single mom on Long Island, NY. Navigating language, culture, and heritage was always a challenge for her, the feeling of what home meant, embracing her heritage, and connecting with her Salvadoran roots.

As burning candles was always her way of indulging in self-care she decided that she would make her own candles during the COVID-19 pandemic lockdown. Melissa realized Latin@s don't have scents and fragrances that accurately represent them in the home fragrance industry. With that in mind, she set out to create a collection of Latin@-inspired candles to share our culture with the rest of the world.



**Aminta Freeman**  
*Founder*  
[Moodie Vibes](#)  
[Instagram](#)  
[Email](#)



**MOODIE VIBES**

I'm Aminta, the founder of Moodie Vibes. I am a proud Guatemalan-American, raised in Brooklyn, New York and I speak fluent Spanglish ;) I started making candles in 2021 but have been a candle hoarder (we keep it real here) for years. When my family dynamics changed and I became a single mom of two (my hearts), I turned to candles all the more as a means of self care. Candles helped create a space where I could replenish and fill my cup. I was then able to give others from a place of love and overflow. As a maker, I hand craft in small batches using safe, clean ingredients and eco-friendly packaging. As a mom, I hand pour each candle with the intention of creating a self care experience for all but especially for Mothers, givers and nurturers.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Hospitality



**Vanessa Karel**

Founder [Greether](#)

[Instagram](#)

[Email](#)

### Greether

Vanessa Karel, is a second-time Founder, serial entrepreneur, writer, public speaker and full-time hustler. She has dedicated her time into solving one of the biggest issues for women: Safe navigation and genuine connections through her innovative travel startup; Greether.

The company targets two of the most important SDGs and UN development goals, which are to reduce safety risks for women and to increase income opportunities for them. Having only launched Greether for less than a year, the web app has organically grown users in over 90 countries and 400 cities around the world. "We connect female travelers to verified local women Greeters they can book wherever they go so they can have safer navigation from a local expert, it's like booking your local bestie"

She was recently named as one of the "100 rising Latinx Startup Founders to Watch" and volunteers as the Manager Director of Girls in Tech San Francisco, a Non-profit with a mission to bring more women into tech roles.

**Ruth Young-Loaeza**

Founder

[NEET SHEETS](#)

[Instagram](#)

[Email](#)

After a car accident and unable to work Ruth ended homeless, it was then that NEET SHEETS was born. Ruth worked as a housekeeper in the cleaning industry for over 23 years and made the beds over 20K times.

NEET SHEETS is patented and innovative bed linen that addresses the stressful and difficult task of making the beds.

Bed making time is reduced by 47% and mattress lifting by 75%, this possibly and potentially can reduce workers compensation claims in the hospitality industry (according to an study conducted by a CSSMU).

NEET SHEETS vision and mission is to allow the end user the enjoyment of making the bed in an easier and faster way, with the result of a picture perfect and well made bed!



**Natalia Vaschetti**

Founder

[Maison Benjamin](#)

[Instagram](#)

[Email](#)

### MAISON BENJAMIN

NEW YORK MIAMI

Natalia always had a creative streak that was evident growing up in Medellín, Colombia, and moving to New York City later in life only fuelled this fire. As she travelled around the world, experiencing the pleasures of good food, she discovered a flair for organizing and arranging, and learned to appreciate good service, especially after working in hospitality herself. However, her heart will always go back to her Colombian roots, and the standards for good food and good company instilled by childhood summers spent at her family's coffee farm.

In 2020, working closely with her partner Benjamin Vaschetti, she helped found Maison Benjamin, where her intuitive sense of being able to deliver what people want, and her flair for hospitality, helped bring the vision together.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Human Resources



### **Priscilla Guasso**

*Founder*

[Latinas Rising Up In HR](#)

[Instagram](#)

[Email](#)



Based in Miami and Chicago, Priscilla Guasso thrives in leading human resources teams focused on all areas of the employee life cycle: talent acquisition, mobility, talent development, succession planning, performance management, employee relations, global diversity, equity and inclusion, and overall company culture. Her sixteen years of global experience expands to HR in the US, Latin America, Caribbean, UK and Canada within the hospitality, healthcare and as a current leader of Talent Management in the technology industry.

She thoroughly enjoys coaching leaders to invest in themselves to effectively grow their leadership skills in corporate, startups, nonprofit and government. As a Amazon Best Selling Author and founder of Latinas Rising Up In HR™ she is laser focused on one purpose: creating a community of Latinas in HR (and allies) sharing their keys of knowledge and success to O-P-E-N doors of unlimited possibilities!

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Illustration & Photography



### **Veronica Amador**

*Founder*

[Golden Mean Boudoir](#)

[Instagram](#)

[Email](#)

GOLDEN MEAN BOUDOIR

*luxury portrait experience*

Veronica is the founder and owner of Golden Mean Boudoir, a luxury portrait boutique located in downtown Chicago. Veronica's mission is to celebrate, uplift, and empower women through the art of photography.



### **Layra Marte**

*Founder*

[Layra Marz Photography, LLC.](#)

[Instagram](#)

[Email](#)



Brooklyn, NY based Boudoir and Lifestyle Photographer, helping everyday women express their sensuality through my Lens.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Illustration & Photography



**Sandra Diaz**  
*Founder*  
[Lucia Diaz LLC](#)  
[Instagram](#)  
[Email](#)

### LUCIA DIAZ

THE ART OF REPRESENTATION

Lucia Diaz is first generation Colombian-American and the Founder of LUCIA DIAZ a Latina-owned business that empowers and honors Latinas through high-quality Illustrations. Lucia's artworks are created with the goal of providing cultural representation and pride so that mujeres poderosas, can see themselves represented in the world.

Founder Lucia has collaborated with brands such as CHANEL, Carolina Herrera, Marciano, Guess, Saks Fifth Avenue, Amazon Handmade, and Estee Lauder, to name only a few. She is been featured by such as Marchesa, Rodarte, Artivive App, Adobe, Fierce by Mitu, Bold Latina, and We Allow Grow Latina.



**Lilia Cabezas Johnson**  
*Founder*  
[PoshPics Plus](#)  
[Instagram](#)  
[Email](#)



I officially started PoshPics plus in 2022 to take my passion for planning celebrations and capturing those memories with pictures! I love being part of memorable moments!



# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Legal Services



**Marylu Duran**

*Founder*

[DuTax](#)

[Instagram](#)

[Email](#)



Marylu Duran is a mother of two Dominican American from Passaic New Jersey. She was an Immigration Paralegal for 9 years before she decided to open her own business in 2021.



**Fabiola Bowles**

*Founder*

[iconekta](#)

[LinkedIn](#)

[Email](#)



I have an entrepreneurial, analytical and engineering mindset. I am also very passionate and self-motivated about the application of new technologies along with the combination of mathematical, statistical and programming knowledge to solve business problems. My passion and strong enthusiasm for data and for dominating the state-of-the-art techniques for retrieving customer insights made me pursue a specialization in Data Science.

I strongly believes that the use of technology to reduce human intervention in repetitive tasks should led to an environment where brains could dedicate their time to more fulfilling endeavors.



**Sarah Lachman**

*Principal & Founder*

[Lachman Law PLLC](#)

[Instagram](#)

[Email](#)



Sarah Lachman is the principal attorney of Lachman Law. She serves on the Executive Committee of the New York chapter of the American Immigration Lawyers Association and as secretary to the Drugs and the Law Committee of the New York City Bar Association. Known for her straightforward communication style, her clients, both former and new, rely on her for various legal solutions in immigration law. Whether it is working with survivors of torture and abuse, reuniting families, or bringing more international talent to the United States, Sarah continues to help numerous individuals and families find solutions to their legal problems. Sarah is licensed to practice in New York and New Jersey. She is fluent in both English and Spanish.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Marketing



**Celina Guerrero**

*Founder*

[Tessellate Partners, LLC](#)

[Instagram](#)

[Email](#)



Celina Guerrero is a business and sales coach for consultants and service providers helping them develop roadmaps to greater levels of revenue in their business. She is also an expert trainer on how to use LinkedIn to generate new clients.

A former sales executive at Columbia Artists Management, Celina has worked with CEOs and executive leadership generating millions of dollars in revenue, while covering multiple US territories.

As National Director of Client Partnerships at Orange Grove Consulting, she established the firm's sales strategy from the ground up, trained a team of sales professionals, and sold services to large companies.

Celina has been featured in Entrepreneur Magazine, the LinkedIn Sales Blog and Sales Mastery Magazine. She earned her Bachelor's Degree from the University of Southern California, and her Master's Degree in Media and Communications from Fordham University, Graduate School of Business.



**Sandra Garcia**

*Founder*

[Encounter Your Potential](#)

[Instagram](#)

[Email](#)



Sandra is a results-driven and self-motivated Afro-Latina with a passion for workplace diversity. As the founder of Encounter Your Potential, she's helped businesses grow, sustain, and transform. Sandra combines her diversity and inclusion leadership experience with her sales and marketing background to create, execute, and enhance organizational diversity, equity, and inclusion initiatives. As an Afro-Latina, she's experienced the multicultural world, which drove her to create a virtual space where businesswomen like her could share their own experiences.

You can ask her about marketing, brand elevation strategies, diverse equity, consulting, business, sales, brand building, and much more.



**Sabrina Morrice**

*Founder*

[Anchorlight Creative](#)

[Instagram](#)

[Email](#)



I'm Sabrina Morrice, and I create products and services that educate and serve women creative business owners who are searching for the confidence, clarity and guidance they need to succeed in business.

I started my company in 2013 and left my corporate agency job in a blaze of thunder (not entirely recommended, although very dramatic) because I couldn't take another day of hating my job or my dragon lady boss.

I have helped 90+ businesses (and counting) all over the world gain clarity and confidence through websites, branding and content marketing. Over the years our team has built the proven ALC 3-Step Compass Framework that decodes the mindset you need to win in business, the marketing you need to master your storytelling and the execution steps every business must take to see real results.

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## Non-Profit Organization



**Sophia Zarate**

*Founder*

[Corporate Pero Latinos](#)

[Instagram](#)

[Email](#)



Sophia is a First-Generation Mexican-American born and raised in Laredo, TX. She relocated to New York City in 2016 to pursue her undergraduate B.A. degree in Accounting at Queens College (CUNY). Her professional experience ranges from Finance and Accounting to Human Resources. She is the founder of Corporate Pero Latinos – a Latinx community created with the purpose of facilitating social and professional connections through shared experiences.

Upon realizing the lack of Latinx representation in Corporate America, Sophia took on content creation in November 2021 as a way to find a community that she could relate to in both professional and cultural aspects. What she thought would be a small group of friends that would add to her support system, became a community through which members have been able to find friendship, as well as professional opportunities. Her mission is to demonstrate that working in Corporate America does not have to be synonymous with cultural disconnection.

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## Real Estate



**Jasmine Ortiz**  
*Owner & Principal*  
[HestiaLiving Corporation](#)  
[Instagram](#)  
[Email](#)



### HestiaLIVING

Jasmine J. Ortiz, Founder, Principal and Broker Realtor®, HestiaLiving Corporation, own and operated commercial and residential Divisions of the real estate firm. Her clientele is largely from Central and Western Massachusetts, where she assists with both commercial and residential properties. Her team of realtors serve the local community in their buying and selling of real estate properties.

Ms. Ortiz is a Worcester Business Journal's 40 under 40 alum; Corridor Nine Chamber of Commerce's Barbara Clifford Leadership Award recipient; graduate of several Chamber of Commerce's Leadership Institutes; Founding President of the NAHREP Central Massachusetts chapter; and recipient of Worcester Chamber's Diverse Round-table Rising Leader Award. In 2021-2022, she was awarded the Diversity Grant from the CCIM Institute. The Commercial Real Estate Women's Association (CREW) Boston Chapter has also awarded Ms. Ortiz a Leadership Program award.

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## Social Platform



**Liliana Cepeda**

*Founder*

[Conectados](#)

[Instagram](#)

[Email](#)



Liliana Cepeda is the founder of Conectados. Her lived experiences as a Latina born and raised in NYC, a first generation college student, and the Development Coordinator at a nonprofit serving young Latina's has fueled her passion of supporting the Latinx community. This passion is what led to the creation of Conectados, a platform highlighting the work being done by the Latinx community across NYC. By highlighting Latinx owned businesses, organizations, events, and resources, Liliana hopes to amplify and uplift the voices of within community.



**Sara Agate**

*Founder*

[MuniTask](#)

[Twitter](#)

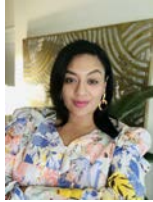
[Email](#)



Hi, I'm Sara Agate. I'm the founder of MuniTask. I own an online seasonal workforce community marketplace that connects youth and young adults who are interested in seasonal work (lifeguard, park maintenance, camp counselor, etc...) to public parks and recreation organizations to fill their seasonal staffing needs. I'm also an attorney with over 14 years of experience across in healthcare, public health, access to justice, and innovation within both the public and private sectors. Let's connect: [flowcode.com/p/pK12brCUX?fc=0](https://flowcode.com/p/pK12brCUX?fc=0) Thank you and be well!

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Transportation



**Antoinette Flores**  
*President*  
[Clutch Logistics](#)  
[LinkedIn](#)  
[Email](#)



Antoinette Flores is the President of Clutch Logistics, a freight brokerage company located in the Twin Cities of Minnesota. Antoinette's career started in Healthcare Administration leading teams for small and large healthcare organizations. In 2009, Antoinette moved to Georgia where her career made a big shift to working in the trucking industry between 20010-2015. In 2019, Antoinette partnered her entrepreneurial drive with her experience in trucking and started Clutch Logistics. Antoinette is a certified Woman and Minority owned business through the State of Minnesota and is a proud member of Transportation Intermediaries Association, Women in Trucking and Latino Chamber of Commerce and Graduate of the St.Thomas Schulze School of Entrepreneurship Program. Antoinette is passionate about doing her part to continue the initiative to support and create space for women of color in the logistics and supply chain industry.



**Haydee Clark**  
*Owner*  
[Resilient Freight Solutions](#)  
[LinkedIn](#)  
[Email](#)



Haydee is the owner of Resilient Freight Solutions, a freight agency dedicated to helping small to medium-size manufacturers and distributors with their commercial transportation. For the past 20 yrs, Haydee has worked as a Sales & Marketing professional for various local and international companies. She was born and raised in Cayey, Puerto Rico and moved to Texas 9 years ago; looking for better professional opportunities. Haydee has an MBA in Marketing, loves to spend time with her family. Her hobbies are Bonsai, fly-fishing, walking her dogs, gardening and to help others.

**Fanny Duque**  
*Founder*  
[Nick And Jake LLC](#)  
[Facebook](#)  
[Email](#)



I was born in Costa Rica in 1983. My parents had three children and I am the middle child. I went to the US alone in 2005 and started from scratch. My first jobs were consisted of long hours and little income. I had my first child in 2012 and I started working in the Tire Recycling industry. I was able to open up a small shop operating under different people until in 2021 I open my own Tire Recycling Company.

# AMERICAN EXPRESS & LUMINARY FELLOWSHIP FOR LATINAS

## Writing & Editing



**Amanda Ortiz**

*Founder*

[StarLit Writing](#)

[Instagram](#)

[Email](#)



Amanda was born and raised in Los Angeles, California. Growing up as a first-generation Latina in Los Angeles inspired her to explore different cultures and have adventures that often involved attending concerts, visiting museums, attending various festivals, and exploring Historical sites. It was during these experiences that she developed a passion for writing.

Amanda's passion for writing and love for her culture encouraged her to pursue it in her higher education studies, where she received a Bachelor of the Arts in English with a minor in History from the California State University of Channel Islands and a Master of the Arts in History from the California State University of Los Angeles.

Now residing in Atlanta, Georgia, Amanda has started her own business, StarLit Writing, where she hopes to use her skills to help others spark their content through writing!