

LATINA Style Announces the Top LATINA Style Corporate Executives for 2014

Business 2014-12-17 18:20:12

Washington, D.C. — LATINA *Style*, Inc. the premier company addressing the needs of the Latina professional and business owner in the U.S. and publisher of LATINA *Style* magazine, proudly announces Calline Sanchez, Vice President, IBM Enterprise Storage, as the LATINA *Style* Corporate Executive for 2014. Since 2009, the LATINA *Style* Corporate Executive of the Year program recognizes accomplished Latinas by acknowledging them and their work with the LATINA *Style* Corporate Executive of the Year Award. This year, 11 Latina executives are recognized for their leadership, commitment to the community, and business acumen. Each has been selected by their peers, as true leaders and examples for the Hispanic community.

“We are proud to recognize such an outstanding Latina,” says Robert E. Bard, president & CEO of LATINA *Style* Inc. “Her work and commitment to the community and at IBM is remarkable and we commend her for all that she has achieved.”

IBM’s Enterprise Systems Storage Vice President Calline Sanchez began her career with IBM in 1999 as a co-op in Markov Chain Statistical Tools. As the team lead, Sanchez contributed significantly to the development of assertion based models and code in C for FCP, SCSI, and FICON interfaces for both tape and disk products. An ambitious and determined Latina, she took on several assignments throughout the company allowing her to learn and develop her career path. In her current role, Sanchez is responsible for the entire Enterprise Storage portfolio. This includes developing the overall strategic product direction that sustains IBM as an Enterprise Disk Storage leader and the premier industry Data Protection & Retention worldwide leader.

In addition to the top Latina corporate executive of the year selected, LATINA *Style* also takes pride in honoring 10 additional Latinas that exude excellence in leadership at the company they work for. They are:

Lorraine Cortés-Vázquez, Executive Vice President, Multicultural Markets and Engagement, AARP; Sonia Perez, President, AT&T Louisiana; Silvina A. Salazar, Specialty Servicing Process Quality Executive, Bank of America; Christiane Brocky, Vice President/General Manager, Marie Callender’s Brand, ConAgra Foods; Rita Ferro, Executive Vice President, Disney Media Sales and Marketing; Nereida (Neddy) Perez, Vice President, Global Diversity & Inclusion Talent Management, Ingersoll Rand; Stacie de Armas, Vice President Community Alliances, Events & Engagement, Nielsen’s Corporate Global Communications; Deanna Rodriguez, Vice President, Regulatory and Public Affairs, Entergy Texas; Lina C. George, Vice President of Human Resources,

Walmart Latin America. Honorable Mention: Gloria L. Valdez, Executive Director, Program Executive Officer, Submarines Office of the Assistant Secretary of the Navy (Research, Development and Acquisition).

The 11 Latina corporate executives will be recognized at the 12th Annual LATINA *Style* 50 Awards Ceremony & Diversity Leaders Conference on **Thursday, February 5, 2015** from 7:30 a.m. to 4:00 p.m. at the [DoubleTree by Hilton Washington DC](#) located in Crystal City, 300 Army Navy Drive, Arlington, VA 22202. The conference will present powerful workshops discussing issues related to Latinas in corporate America and feature prominent diversity leaders from the companies selected to the 2014 LATINA *Style* 50. Learn first-hand how Latina executives in America’s largest corporations have achieved success and what lessons they learned along the way. The LATINA *Style* 50 Awards luncheon will be held from 1:00 p.m. to 2:30 p.m.

To secure your admission, RSVP by registering online by January 30, 2015 at www.latinastyle50.latinastyle.com. Attendance is limited. Registration Fee: Corporate / General Admission -

\$100.00

Government - \$50.00

Students with ID - \$35.00

About LATINA Style, Inc.

LATINA Style broke new ground in 1994 by launching the first national magazine dedicated to the needs and concerns of the contemporary Latina professional working woman and the Latina business owner in the United States. With a national circulation of 150,000 and a readership of nearly 600,000, LATINA Style is unique in its ability to reach both the seasoned professional and the young Latina entering the workforce for the first time. The culturally sensitive editorial environment we provided showcases Latina achievements in all areas, including business, science, civic affairs, education, entertainment, sports, and the arts. LATINA hosts the LATINA Style 50 Awards Ceremony & Diversity Leaders Conference, the LATINA Style Business Series, the National LATINA Symposium, and the LATINA Style Hero initiative. For additional information visit our website www.latinastyle.com

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