

## Leading Latino Innovators Join Forces in the Nation's™ Capital to Ignite Change through Technology + Civic Action

**Technology** 2015-10-26 09:23:34

Washington, DC – Top tech innovators, White House dignitaries, corporate leaders, policy experts, and investors will join Latino entrepreneurs, tech founders, and social influencers to showcase and celebrate the contributions of Latinos in technology, innovation, education, health, and economic growth at the 7th Annual Latinos in Technology Innovation and Social Media (LATISM) conference, in Washington, DC, titled: “Igniting Latinos to Drive the Innovation Economy.”

The conference, which has already drawn top sponsors including Google, Johnson & Johnson, Toyota, and Univision, promises to be a catalytic, inspiring event. The speaker roster boasts local and nationally-renowned A-list influencers from the private, public, and non-profit sectors, including:

- Jessica Rosenworcel, Commissioner, FCC
- Marta Lourdes Tellado, CEO, Consumer Reports
- Wanda Bryant Hope, Chief Diversity Officer, Johnson & Johnson
- Alex Nogales, President & CEO, National Hispanic Media Coalition
- Antonio Tijerino, CEO and Founder, Hispanic Heritage Foundation
- Angela Franco, President, Greater Washington Hispanic Chamber of Commerce
- Plus, representatives from Google, NBC, Nielsen, FDA, AARP, Duke Energy, Huffington Post, Rutgers, Kaiser Family Foundation, HHS, NCLR, Voto Latino, and dozens more

“At LATISM, we believe in preparing women and Latinos to compete and succeed. As recognition of Latino influence in the U.S. grows, and with elections on the horizon, the conference aims to mobilize and empower the Latino community to increase civic engagement, get involved in policy discussions, and leverage technology to effect change.” Wendy Rivera, Esq., Executive Director, LATISM.

The conference will kick off on Day 1 with a legislative breakfast at the Consumer Electronics Association Innovation House, followed by meetings with legislators on Capitol Hill, to present key issues affecting the Hispanic community related to education, health, technology, and entrepreneurship.

Concurrently at the White House, LATISM will host their first Latino Youth Summit showcasing talent from 6th-12th graders to inspire them to get involved with STEAM and prep them for the future PLUS “EI Hackathon,” where developers, entrepreneurs, innovators, and designers team up and engage in collaborative computer programming for 36 hours.

Day 2 and Day 3 will feature keynote speakers, networking, and breakout sessions on issues ranging from health, education, and technology, to social change, entrepreneurship, and politics.

When: October 28-30th, 2015

Where: JW Marriott located in 1331 Pennsylvania Ave, Washington D.C.

For more information on LATISM'15 7th Annual Conference, go to: <http://conference.latism.org/>

Twitter: @LATISM Hashtag: #LATISM15

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### About LATISM

Latinos in Tech Innovation and Social Media (LATISM) is a nonprofit, nonpartisan organization dedicated to

advancing the social, civic and economic status of the Latino community through technology innovation and social media. Since its inception in 2009, it has grown organically to more than 190,000 members with 22 chapters around the country.

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**CONTACT:**

**MEDIA CONTACT**

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