



Graciela Tiscareño-Sato

Social entrepreneur and award-winning author of *Latinnovating: Green American Jobs and the Latinos Creating Them* www.latinnovating.com

Client List

Toyota Motors USA

Hewlett-Packard

U.C. Berkeley

TSU – San Marcos

National Society of Hispanic MBAs

Green Schools National Conference

Heartland Latino Leadership Conference

DeVry University & more...

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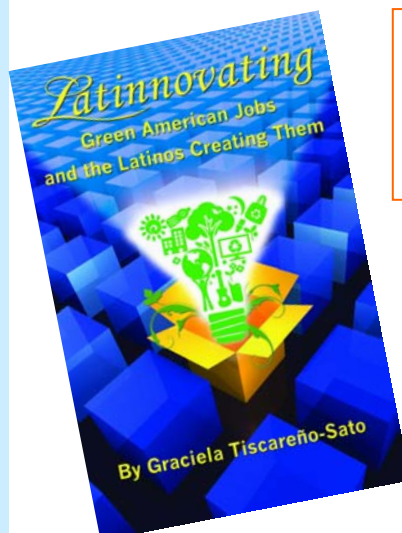
Entrepreneurial Successes in the Green Economy: Role Models and Innovations from the Latino Community

Students and professionals will learn:

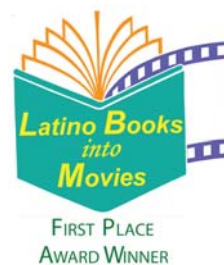
-  Specific entry points into the green economy
-  10 industries in transition from wasteful to sustainable
-  How cultural values from the fast-growing Latino community inspire environmental entrepreneurship
-  How to start a career path and take specific actions to join today's leaders
-  From where strong leadership and innovation is coming
-  With whom to partner to green an organization

See who is creating real innovation and new green careers today. This session is for anyone interested in how green companies and organizations are created by courageous change agents. It is actionable inspiration to create your own company, harm our planet less and create sustainable jobs for Americans.

This topic is available as a keynote speech, a half-day or full-day workshop



[2012 International Latino Book Awards](#)
*1st Place, Best Business Book
*1st Place, Best Nonfiction eBook
*2nd Place, Best Nonfiction Young Adult Book



What People Are Saying

"On behalf of Hewlett Packard, thank you for making our Hispanic Heritage Month Celebration such an outstanding event. We appreciate the time and creativity you invested to bring this to fruition. Your stories came together beautifully during the event. I am hearing from employees, and you are inspiring people to think differently, ask questions and to become engaged. This was our shared vision, and you made it possible."

—Ashley Houk, Search Marketing Manager, Global Marketing Communications, Hewlett-Packard Imaging & Printing Group

"Your lecture was both inspiring and entertaining. What I loved most about the stories that you chose to share was the incredible breadth of experiences and knowledge of these innovative successes. Frequently, there isn't one set path that an individual can take, and your stories appropriately illustrate different career journeys (including your own)."

—LaTonya Henry, Assistant Director Career Services, Texas State University-San Marcos

"I found your presentation regarding Latino entrepreneurship right on the mark. It's amazing how the media and politicians have cast a negative light over the entire Hispanic community in the US mostly due to the single issue of illegal immigration. The message that Latinos are a strong, vibrant and needed asset to the U.S. economy needs to be told and retold."

—Carl A. Fosco, Director HR Business Partner Services, Blue Cross and Blue Shield, Omaha, Nebraska

"Graciela tells you the stories of Latino innovators who have created successful companies, committed to environmental entrepreneurship. This content is unique and a true inspiration...Students will especially enjoy the personal stories and the paths of success these leaders have taken in life."

—Kimberly Herrera, Coordinator, Student Activities, Anne Arundel Community College

"Graciela does an outstanding job of chronicling how Latino entrepreneurs are positioning themselves today as leaders across different industries. These stories of success and sustainability will inspire readers and serve as a valuable tool for all those working to build a cleaner, greener future."

—Phaedra Ellis-Lamkins, Chief Executive Officer, Green For All

Biography

Graciela Tiscareño-Sato is a graduate of the University of California at Berkeley, School of Environmental Design. Her global sustainability experience began while leading the Green Enterprise Initiative at Munich-headquartered Siemens Enterprise Networks. She helped enterprises understand the economic and environmental value of collaboration technologies that when adopted, dramatically reduced corporations' real estate needs, energy needs, employee commutes and carbon footprints. The author actively mentors students who need education and career roadmaps, which this book provides. Her thought leadership pieces have been published in the U.S. and Europe including *Huffington Post*, *Environmental Leader*, *Hispanic MBA*, *Fox News* and many others. She earned a Master degree in International Management from Whitworth University in Washington while on active duty with the U.S. Air Force. In November 2010, she received "[Entrepreneur of the Year](#)" honors at the *LATINASTyle Magazine* Gala in Washington D.C. She is a key organizer of the Silicon Valley Latino Leadership Summit, bestselling author and Chief Creative Officer of her publishing and marketing firm, Gracefully Global Group, LLC.



Credit Chandler Prude, TSU photographer

