



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



ISBN 978-0-9834760-0-9

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

Recognized by the White House as a "Champion of Change, Woman Veteran Leader," Graciela Tiscareño-Sato is a sought-after sustainability and leadership speaker at universities and corporate events. She graduated from the University of California at Berkeley, School of Environmental Design. Her global sustainability experience includes leading the Green Enterprise Initiative at Munich-headquartered Siemens Enterprise Networks. She helped enterprises understand the economic and environmental value of collaboration technologies that reduce corporations' real estate needs, energy needs, employee commutes and carbon footprints. Graciela is the author of 5-time award-winning *Latinovating: Green American Jobs and the Latinos Green Them* (first book in the Latinovating series) which was listed by Sustainable Brands as one of "13 Hot Books by Sustainability Leaders." *PODER Magazine* listed Graciela in their national "100 Green Leaders" list. She actively mentors students who need education and career roadmaps, which *Latinovating* provides, by showcasing the childhood-to-entrepreneurship journeys of today's innovators in the green economy. Her writing has published in the U.S. and Europe including *Huffington Post* (Green, Small Business and other sections), *Environmental Leader* and more. She earned a master degree in International Management from Whitworth University in Washington State while flying on active duty with the U.S. Air Force. *LATINAsTyle Magazine* named Graciela as "Entrepreneur of the Year" at a gala in Washington D.C. She's the Founder and Chief Creative Officer of educational publishing and multicultural marketing firm Gracefully Global Group, LLC which also publishes bilingual children's books. She lives in the San Francisco bay area.



Credit Chandler Prude, TSU photographer

