



Graciela Tiscareño-Sato

Bilingual Keynote Speaker, Social Entrepreneur and Award-winning Author of *Latinnovating: Green American Jobs and the Latinos Creating Them* www.latinnovating.com

Partial Client List

- Toyota Motors USA*
- Hewlett-Packard ERO*
- Jones Lang LaSalle ERO*
- U.C. Berkeley*
- TSU – San Marcos*
- National Society of Hispanic MBAs*
- Green Schools National Conference*
- Heartland Latino Leadership Conference*
- Other universities*

To Book Graciela, contact **Women Veteran Speakers**

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

Students and professionals will learn:

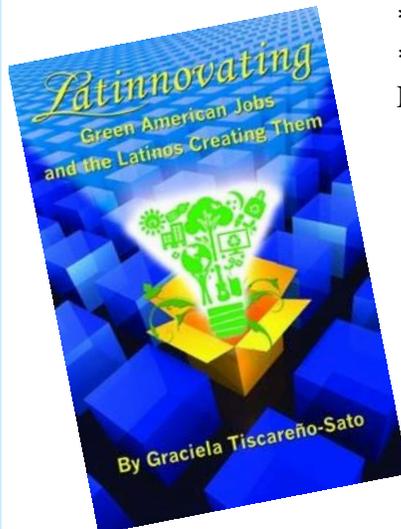
- Specific entry points into the green economy
- 10 industries in transition from wasteful to sustainable
- How cultural values from the fast-growing Latino community inspire environmental entrepreneurship
- From where strong leadership and innovation is coming
- With whom to partner to green an organization

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

International Latino Book Awards, New York

- *1st Place, Best Business Book
- *1st Place, Best Nonfiction eBook
- *2nd Place, Best Nonfiction Young Adult Book;
- *Americas Latino Eco Festival, 1st Place Nonfiction, Boulder, Colorado



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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 Obama White House as “Woman Veteran Leader, Champion of Change,” 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. The author actively mentors students who need education and career roadmaps, which this book provides. Her thought leadership pieces have published in the U.S. and Europe including *Huffington Post*, *Environmental Leader*, *Hispanic MBA* and many others. She earned a Master degree in International Management from Whitworth University in Washington State while on active duty with the U.S. Air Force. She was recognized as “Entrepreneur of the Year” by *LATINASStyle Magazine* in Washington D.C. Graciela is a 10-time, award-winning author and Chief Executive Officer of educational publishing and marketing firm, Gracefully Global Group, LLC. She’s also authored innovative, children’s picture books inspired by her military aviation service (*Good Night Captain Mama & Captain Mama’s Surprise*), the first bilingual book series about women in uniform. Graciela enjoys an active lifestyle in the San Francisco Bay Area with her husband and three children.

