

2024 Latina Entrepreneurs of the Year



LATINO Magazine recently celebrated the success of four Latina entrepreneurs from around the country. The venue was the rooftop of the Hall of the States with a spectacular view of the U.S. Capitol.

Editor-in-Chief Alfredo Estrada welcomed the audience of subscribers along with stakeholders, media figures, government officials and community leaders: "Latina-owned businesses are growing faster than any other segment in the US economy. Today there are more than 2 million, a growth of more than 87% since 2007."

Estrada then introduced keynote speaker Maria Cardona, an entrepreneur herself and a principal at the Dewey Square Group. She is also known for her work as a political commentator and currently appears on CNN and CNN en Español. Coming just

a few weeks before the election, Maria's message was timely as she urged attendees to make their voices heard at the ballot box.

These outstanding Latinas were selected by LATINO Magazine based upon nominations from readers, stakeholders, and community partners like the U.S. Hispanic Chamber of Commerce (USHCC). They demonstrate the amazing diversity of Latina business owners. From Chicago to Miami to Los Angeles and Washington, DC, they included a construction firm, a restaurant franchisee, a public relations company, and a business consultant.

Our thanks to all who attended, as well as our generous sponsors: Wells Fargo, AARP, McDonald's and IMPACT. These organizations support Latino-owned media as well as Latina-owned businesses and deserve our support in turn, ¡Muchas Gracias!