

Mark L. Madrid

2020 Bio accompaniment (page 5)

Professional Summary

- Accomplished corporate executive working in the nonprofit sector to apply a business mind with a servant heart
- CEO of the Latino Business Action Network in support of Stanford Latino Entrepreneurship Initiative
- Former President and CEO of the Greater Austin Hispanic Chamber of Commerce, named the 2015 Hispanic Chamber of the Year by the United States Hispanic Chamber of Commerce
- Previous Chief Operating Officer of the Houston Hispanic Chamber of Commerce, the largest Hispanic Chamber in the United States and the largest chamber of commerce (paid members) in Houston
- Thirteen years of corporate experience (finance, accounting, marketing, innovation, and IT) and nine years in the nonprofit sector (operations, board management, revenue generation, program development, innovation)
- Gifted collaborator that has forged strong, enduring relationships
- Community Emerging Legacy Award by the University of Texas at Austin Division of Diversity and Community Engagement
- Alumni Service Award by the University of Notre Dame Mendoza College of Business
- 2017 United States Hispanic Chamber of Commerce LGBT Advocate of the Year
- University of Notre Dame Mendoza College of Business Alumni Service Award
- Jefferson Award Recipient
- Honorary Colonel-United States Army Reserve 75th Training Command

Education: University of Texas at Austin-BBA in Accounting-1995
(**Honors Graduate** and **Endowed Presidential Scholar** during undergraduate period)
University of Notre Dame Mendoza College of Business-Master of Nonprofit-2015
(**Cum Laude**)
The Mendoza College is the only nationally-ranked business school to offer a graduate business degree designed to advance business leadership and managerial skills while keeping nonprofit executives in their roles.

Experience

LATINO BUSINESS ACTION NETWORK (LBAN), Palo Alto, CA

Stanford Latino Entrepreneurship Initiative

CEO

Employment period: April 2017-Present

Breakdown of role:

CEO is responsible for co-sponsoring the Stanford Latino Entrepreneurship Initiative, alongside a faculty director at the Stanford Graduate School of Business. Additionally, CEO is charged with advancing the purpose, mission and goal of LBAN. The LBAN purpose is to strengthen the United States by improving the lives of Latinos; the mission is to strengthen the United States by empowering leaders to grow substantial firms that create jobs, develop leaders and spawn a new generation of companies; the goal is to double the number of \$10+ million, \$100+ million, \$1+ billion Latinx businesses in the U.S. by 2025.

GREATER AUSTIN HISPANIC CHAMBER OF COMMERCE (GAHCC), Austin

President and CEO

Employment period: February 2014-April 2017

The GAHCC mission is to build its members' personal, business, educational and financial wealth.

Breakdown of role:

The President/CEO is responsible for the effective leadership, management, and financial security of the Greater Austin Hispanic Chamber of Commerce. Under general direction of the Governing Board of Directors, the President/CEO performs highly responsible and professional executive and managerial work in directing, planning, organizing, administering, and coordinating activities of the GAHCC, including major responsibility for program and policy development, membership services, growth strategy, quality control, measurements of work effectiveness, fiscal management, budget development, audit processes and research. President/CEO exercises considerable initiative, integrity and independent judgment.

- Managed the day-to-day operations of the GAHCC and its subsidiaries
- Created and implemented effective strategic planning in alignment with the GAHCC mission and vision to enhance growth and sustainability of the organization
- Drove fiscal oversight, management, member services and fundraising
- Actively promoted the GAHCC to key communities, constituencies and stakeholders
- Reported critical information to GAHCC Board of Directors

NOTABLE DISTINCTIONS:

- 2015: GAHCC named *United States Hispanic Chamber of the Year* by the United States Hispanic Chamber of Commerce
- In 2016 the GAHCC will co-launch a new entrepreneurial initiative, which will educate the Central Texas region's entrepreneurs to leverage innovation, finances and creativity to drive differentiation.
- In 2015 the GAHCC launched its groundbreaking Hispanic Business Research Study, which provides Hispanic business research data on over 9,000 Hispanic-owned businesses in the Central Texas region.
- In 2015 the GAHCC inaugurated a dynamic entrepreneurship competition in partnership with the Austin Independent School District for all AISD Title 1 high schools. Through the trailblazing competition, the GAHCC is bridging its pro-business mission to the business minds of tomorrow

HOUSTON HISPANIC CHAMBER OF COMMERCE (HHCC), Houston

Chief Operating Officer

Employment period: April 2009-January 2014

The mission of the Houston Hispanic Chamber of Commerce is to be the leading regional advocate for the economic and civic interests of the Hispanic business community.

Breakdown of role:

Directed, administered and coordinated the activities of the Houston Hispanic Chamber of Commerce in accordance with the policies, goals and objectives set by the Chief Executive Officer and the Board of Directors; recommended the development of corporate policies and goals that covered operations, personnel, financial performance and growth

- Managed operations, while executing shifting priorities and applying the highest attention to detail
- Provided energetic leadership and thoughtful guidance for developing methodologies to improve operations and deliver cost-effective performance on programs and initiatives
- Generated revenue, including corporate memberships and in-kind contributions
- Engaged in the strategic planning process and the yearly business and budget plan to produce departmental and individual results
- Responsible for HHCC adherence to short- and long-term plans and budgets based on strategic plan
- Exuded presence and composure necessary to interact with dignitaries, local/state/national/international government officials, community leaders and corporate/business executives

- Formulated, implemented and succeeded in fundraising activities, programs, events, community functions and initiatives
- Developed key process indicators and other quantifiable measurement tools to track results of departmental activities
- Interviewed, hired, and trained employees; appraised performance; addressed complaints and resolved problems
- Managed IT and spearheaded digital marketing campaigns
- Produced frequent status reports for President & CEO

NOTABLE DISTINCTIONS:

- 2009-2010: HHCC named *United States Hispanic Chamber of the Year* by the United States Hispanic Chamber of Commerce
- The Houston Hispanic Chamber of Commerce recognized as the *Top Houston Economic Development Marketer* during 2011 by the American Marketing Association's Houston Chapter
- December 2011: HHCC honored with *University of Houston President's Medallion*, which recognizes an individual or an organization for exceptional contributions to the University of Houston

NATIONAL CITY BANK, Houston

Marketing Specialist II, Regional Pricing Manager, Employment period: 2006-2008

Ensured short/long-term business objectives by enriching organizational systems (process flow, employee retention, and budgeting). Increased market share and identified new/underdeveloped consumer segments. Launched innovative and aggressive marketing campaigns to stimulate demand. Provided top management with essential data, ideas, and value propositions. Strengthened core customer relationships and cultivated new partnerships.

- **Launched an aggressive and focused marketing campaign to increase revenue and profitability in declining market**
Impact: Production of dormant products ascended 200% in volume and product profitability increased 340%.
- **Dramatically improved file flow efficiencies, accountability, and data management**
Impact: Service flow increased exponentially. Company streamlined file flow and increased branch profitability (quicker turn-time; reduction in operational costs). Equally important, customer satisfaction surged and success strategy was endorsed as "Best Practice" across the nation.
- **Implemented the Synergy Platform between all divisions to drive customer value**
Impact: 90% of surveyed customers cited improvements in process flow, integrated delivery, and customer service.

GUARANTY FINANCIAL SERVICES, Houston

National Marketing Director, Employment period: 1997-2005

Developed national marketing department, directing and centralizing marketing initiatives for 15 wholesale lending offices (with coverage in all 50 states). Designed, created, and implemented incisive marketing plans/campaigns for national sales team. Evaluated competition and reported analysis to executive management. Produced and managed special events from ideation to fulfillment. Created marketing materials, including website and high-end presentation collateral. Managed nationwide convention and industry trade show activity. Initiated marketing strategy, modeling, and global cross-functional committees. Implemented brand marketing, ensuring consistency and regulatory compliance for Wholesale and Correspondent Lending Division.

- Developed custom sales plans for 50 Account Executives.
- Increased brand recognition by 417%, account executive efficiency/time management by 220%, and marketing return on investment by 1160%.
- Created new website concept, design, and content to engage external broker/correspondent customers.
- Improved customer satisfaction for new website from average rating of 3.4 to 8.2 on a scale of one to ten (ten being exemplary).
- Generated recognition for website as global model for retooling Line of Business (LOB) and conglomerate websites.
- Analyzed domestic and global markets.

- Conceptualized and implemented new electronic pricing platform.
- Improved operational efficiency regarding pricing dissemination, reducing churn time from 47 to 11 minutes.
- Named inaugural *Top Dog* for superior global contributions.

JP MORGAN, New York, New York

Internal Management Consultant, Employment period: 1994-1996

Presented global credit research and analysis to senior executive management. Reviewed pricing methodology, conducted competitor analysis, and created mortgage database. Assessed international office risks/controls (including procedures for recruiting, hiring, employee relocation, payroll, payroll accounting, international assignment policy, employee benefits, development and training, employee-performance review, salary surveys, and cost projections). Authored *Risk Control Manual-Mexico City*, which was endorsed as “Best Practice” for all international JP Morgan offices.

Honors

- ✪ Named 2018 U.S. Top Latino Leader by the National Diversity Council
- ✪ Honored as one of ten **OUTstanding Voices** in the Bay Area by *San Francisco Business Times* for standout presence as a role model in advocating for a safer, more inclusive space for LGBTQ employees
- ✪ Announced as 2016 McBee Fellow by AARO (Austin Area Research Organization)
- ✪ Appointed by Austin Mayor Steve Adler as Co-Chair for President Obama’s **My Brother’s Keeper (MBK) Austin initiative** (2015); the mission of the national MBK initiative is to ensure that all youth, including boys and young men of color, have opportunities to improve their life outcomes and overcome barriers to success
- ✪ Appointed to Board of Directors of Anti-Defamation League (ADL)-Central Texas Regional office (2015)
- ✪ **Rev. Theodore M. Hesburgh, CSC Founder's Award**: given to the University of Notre Dame Master of Nonprofit Administration (MNA) student who is highly-regarded by the University of Notre Dame Mendoza College of Business faculty, possesses the integrity and character consistent with Notre Dame and displays leadership and scholarship within the Mendoza College of Business
- ✪ **David J. LaBarre Community Service Award**: given to the Master of Nonprofit Administration (MNA) student who is highly-regarded by his/her fellow MNA classmates, possesses the integrity and character consistent with Notre Dame, demonstrates a willingness to help other students and displays a commitment
- ✪ Designated as **National Hispanic Scholar** by the Hispanic Scholarship Fund and the Association of Latino Professionals in Finance and Accounting (1 of 39 national recipients: 2013)
- ✪ Named Houston’s inaugural **Modern Hispanic Gentleman** by *Texas Monthly* (“Engaging, Sophisticated, Compassionate, Influential”; 2013)
- ✪ Bestowed title of **Honorary Colonel** by the United States Army Reserve 75th Training Command
This designation "is not given without weighty deliberation of those with authority to bestow it. It is simultaneously an approval of qualities and a lifelong obligation to uphold those qualities as recipient will forever more be judged as an honorary member of this proud organization."
- ✪ **Inaugural Fellow** (one national selection) for the University of Notre Dame and the United States Hispanic Chamber of Commerce for University of Notre Dame’s Master of Nonprofit Administration (Mendoza College of Business)
- ✪ **2011 Jefferson Award recipient**: The Jefferson Awards are prestigious national honors accentuating community and public service in America. They began in 1972 to create a Nobel Prize for public service.
- ✪ *Houston Business Journal* **Top 40 under 40** Class of 2011: Madrid is part of the prestigious few, selected as one of Houston’s most respected and innovative young leaders who show dynamic leadership.

Bucket List

- Visit Machu Picchu
- Establish inaugural National Hispanic Valedictorian Summit
- Qualify for the Boston Marathon
- Visit the Holy Land
- Go on a safari in Tanzania
- Have a private lunch with Bill and Melinda Gates
- Deliver a *Ted Talk*
- Take a passenger flight to space

[Mark L. Madrid](#) is CEO of the Latino Business Action Network (LBAN), a national 501(c)(3) nonprofit organization focused on strengthening America through funding and supporting U.S. Latino entrepreneurial research and education impact programs at Stanford University. LBAN collaborates with Stanford Graduate School of Business to champion the Stanford Latino Entrepreneurship Initiative, which explores and expands knowledge of the Latino entrepreneurship segment in our economy through research, knowledge dissemination, and facilitated collaboration.

The goal of LBAN is to double the number of \$10+ million, \$100+ million, \$1+ billion Latino-owned businesses in the U.S. by 2025. In his role with LBAN, Madrid has cultivated strategic partnerships with the likes of the Federal Reserve Bank of New York, the International Economic Development Council, the International Women's Entrepreneurial Challenge, the Aspen Institute and the United States Hispanic Chamber of Commerce.

Previously, Mark served as President/CEO of the Greater Austin Hispanic Chamber of Commerce, the 2015 United States Hispanic Chamber of the Year. Prior to serving in nonprofit executive roles, he enjoyed a dynamic career in corporate banking that began on Wall Street in 1995 with J.P. Morgan.

Mark is the 2020 Recipient of the Latino Leaders Maestro Award in the Category of Leadership for his lifetime accomplishments as a distinguished influencer in promoting Latinx entrepreneurship and for his legacy as advisor, entrepreneur, diversity business promoter, civic champion, all which place him as one of the most exemplary Latino leaders in the United States.

Mark was named the 2019 Silicon Valley Nonprofit CEO of the Year by the Silicon Valley Business Journal. In October 2019, he was honored by Texas State University McCoy College of Business as the Beta Gamma Sigma Chapter Honoree, given to distinguished alumni or friends of the McCoy College of Business. He was featured in Affinity Inc for his distinguished national leadership in Latino economic development, inclusiveness and equity.

In 2020, Mark was appointed to the Board of Directors of the Hispanic Foundation of Silicon Valley. The foundation is dedicated to inspiring community philanthropy and engaging people to invest in the educational excellence, leadership development, and convening and engaging the Hispanic community to improve the quality of life for Latinos and the Silicon Valley region. In 2019 he was appointed to the Board of Trustees for Scholarship America, the leading nonprofit scholarship and educational support organization in the United States. The Families of Freedom Scholarship Fund, managed by Scholarship America, was established within one week of the attacks on September 11, 2001. The Fund exists to “provide education assistance for postsecondary study to financially needy dependents of those people killed or permanently disabled as a result of the terrorist attacks on September 11, 2001, and during the rescue activities relating to those attacks.” To date, the Families of Freedom Scholarship Fund and its subfunds have provided \$160 million to more than 3,500 recipients. The Fund will continue aiding families through 2030, ensuring a brighter future for even the youngest dependents of those who were lost.

In 2019, Mark was selected as a Founding Member of the Silicon Valley Business Journal Leadership Trust, an exclusive community for influential business leaders, executives and entrepreneurs in the Silicon Valley. He was chosen due to his experience, leadership and influence in the local business landscape and beyond.

Mark was honored by *Hispanic Lifestyle* as a 2019 Hispanic Executive of the Year. He was named a finalist for the Influencer Award at the SaaStr Annual 2019 Annual Conference, the largest B2B software conference in the world. In July 2018 Mark was named one of the top Latino leaders in the United States by the National Diversity Council and in 2016 he was appointed to serve on the board of the McCoy College of Business Administration at Texas State University. Also, he was recognized by both his alma maters, the University of Texas at Austin and the University of Notre Dame. He was awarded the Community Emerging Legacy Award by the University of Texas at Austin Division of Diversity and Community Engagement. The University of Notre Dame Mendoza

College of Business named him the recipient of Mendoza's Alumni Service Award.

During the 2015 Notre Dame Mendoza College of Business Graduate Business Diploma Ceremony, Mark was honored with the Rev. Theodore M. Hesburgh, CSC Founder's Award and the David J. LaBarre Community Service Award.

The Rev. Theodore M. Hesburgh, CSC Founder's Award is given to one University of Notre Dame Master of Nonprofit Administration (MNA) student who is highly-regarded by the University of Notre Dame Mendoza College of Business faculty, possesses the integrity and character consistent with Notre Dame and displays leadership and scholarship within the Mendoza College of Business.

The David J. LaBarre Community Service Award is given to one Master of Nonprofit Administration (MNA) student who is highly-regarded by his/her fellow MNA classmates, possesses the integrity and character consistent with Notre Dame, demonstrates a willingness to help other students and displays a commitment to both Notre Dame and surrounding communities.

For the University of Texas at Austin McCombs School of Business Centennial Celebration, Mark was one of 60 BBA alumni featured in a campaign celebrating the 80,000+ alumni. He is a United States Army Honorary Colonel, an Honorary Advisory Board Member of The National Veterans Opportunity Coalition, a Forbes Nonprofit Council member and a recipient of the Jefferson Award. Most recently the *San Francisco Business Times* named Mark one of ten OUTstanding Voices in the Bay Area for his standout presence as a role model in advocating for a safer, more inclusive space for LGBTQ employees. The United States Hispanic Chamber of Commerce named Mark the LGBT Advocate of the Year and American Airlines honored Mark with the Extra Mile Award.

Mark holds a BBA from the University of Texas at Austin McCombs School of Business, where he graduated with Honors and earned the designation as an Endowed Presidential Scholar. He graduated Cum Laude with a Master in Nonprofit Administration from the University of Notre Dame Mendoza College of Business. He is an alumnus of the Stanford Latino Entrepreneurship Initiative Education-Scaling Program. Recently, he received a Certificate in Nonprofit Leadership from the Boston College Carroll School of Management Center for Corporate Citizenship.

Latino Leaders Magazine named Mark one of the nation's top Latinos in the areas of finance and nonprofits. He was honored as an inaugural Texas Modern Hispanic Gentlemen by *Texas Monthly* and as a *Houston Business Journal* 40 Under 40. Austin Mayor Steve Adler appointed Mark as Co-Chair of former President Barack Obama's My Brother's Keeper (MBK) Austin initiative. MBK's goal is to ensure that all youth, including boys and young men of color, have opportunities to improve their life outcomes and overcome barriers to success.

Mark has served as a mentor for the University of Texas at Austin LBJ School of Public Affairs Executive Master in Public Leadership (EMPL) program. He is a former McBee Fellow for the Austin Area Research Organization (AARO). AARO is a non-partisan nonprofit organization that builds on the savvy and brainpower of 100 prominent leaders from the Central Texas region of Travis, Williamson, Hays, Caldwell, Bastrop and Burnet counties. As well, he serves on the Board of Directors for the Central Texas Regional office of the Anti-Defamation League (ADL) in Austin.

Mark created the Mark L. Madrid Scholarships, which are awarded to deserving Latina and Latino college students majoring in business from the University of Texas at Austin, the University of Notre Dame and Texas State University.

Mark loves his God, his family, his friends, his pet Champ. His solitude joy is his zeal for competitive running, and he is currently training to qualify for the Boston Marathon after winning his division in several races across the United States.